

**W. A. SHEAFFER PEN COMPANY**

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**Wes Stinnett Wins Annual Sheaffer Men's Golf Tournament; Barnes Second**

Wes Stinnett (Pen Assembly) put together a 40-39-38-117 to win the annual Sheaffer Men's Golf tournament at the Ft. Madison Country Club Saturday.

Runnerup to Stinnett was Barney Barnes (Screw Machine), former Lee County open titlist, who posted a 40-44-41-125 in the championship flight to edge out Ernest Skinner (Inspection) who shot a 42-38-46-126 to gain the number three spot. Harry Emerson (Purchasing) finished in fourth place with a 39-45-45-129.

The results:

Championship Flight

Stinnett	40-39-38-117
Barnes	40-44-41-125
Skinner	42-38-46-126
H. Emerson	39-45-45-129
J. McCabe	43-42-46-131
H. Dusenberry	43-46-48-137
J. Schier	40-41-withdrew
J. Emerson	43-47-withdrew

First Flight

K. Sorensen	44-40-84
K. Dinnaur	45-43-88
Tom Ertz	44-49-89
B. Weber	47-43-90
L. Omdahl	45-46-91
R. Carnahan	43-49-92
K. Ruppenkamp	47-48-95
P. Wilmesmeier	48-48-96

Second Flight

J. Yeast	49-42-91
J. Stowe	48-47-95
C. Sloan	49-49-98
B. Byers	50-49-99
R. Enke	49-50-99
H. Waldron	49-51-100
E. Thorn	49-52-101
W. Harmeyer	50-54-104

Third Flight

H. Sirois	51-43-94
K. Ahlstrand	53-43-96
E. Serangeli	54-45-99
E. Lawlor	51-49-100
E. Mekemson	54-49-103
B. Huston	55-52-107

A. Siegrist	55-53-108
W. Gadau	56-58-114
Fourth Flight	
J. Kiersey	57-47-104
W. Reed	58-49-107
D. Siegrist	61-51-112
R. Higgins	64-54-118
D. Barnes	62-57-119
P. Pohlmeier	61-58-119
J. Gamble	57-63-120
H. Wallis	61-61-122
J. McMickle	62-61-123

*Service Anniversaries*

**-30 YEARS-**

Mary Magel ..... Pen Assembly  
Norma Rude ..... Gold Nib

**-20 YEARS-**

Zelma Schutte ..... Gold Nib  
Joseph Cullen ..... Tool & Die  
Norma Klopfenstein ..... Steno  
Paul Riley ..... Development  
Irene Helling ..... Service

**-15 YEARS-**

Cecil Hamilton ..... Desk Set  
Virgil Mosher ..... Maintenance  
Roy Brockman ..... Maintenance  
William Mutter ..... Metal Fab  
Archibald Millmier ..... Gold Nib  
Ethel Krebill ..... Pencil  
Wesley Krehbiel ..... Plating  
Florence Proenneke ..... Pencil  
Lura Graber ..... Pencil  
Ralph Wendling ..... Development  
Edward Houston ..... Plant No. 3  
Elmer Davis ..... Metal Fab  
Jack Stowe ..... Inspection

**-10 YEARS-**

George Berens ..... Service  
Helen Ross ..... Plant No. 3  
August Kuester ..... Addressograph  
Stanley Fairlie ..... Addressograph  
Waldo Crile ..... Credit  
Kenneth McVey ..... Plant No. 3  
R. Irene Stephenson ..... Laboratory

**-5 YEARS-**

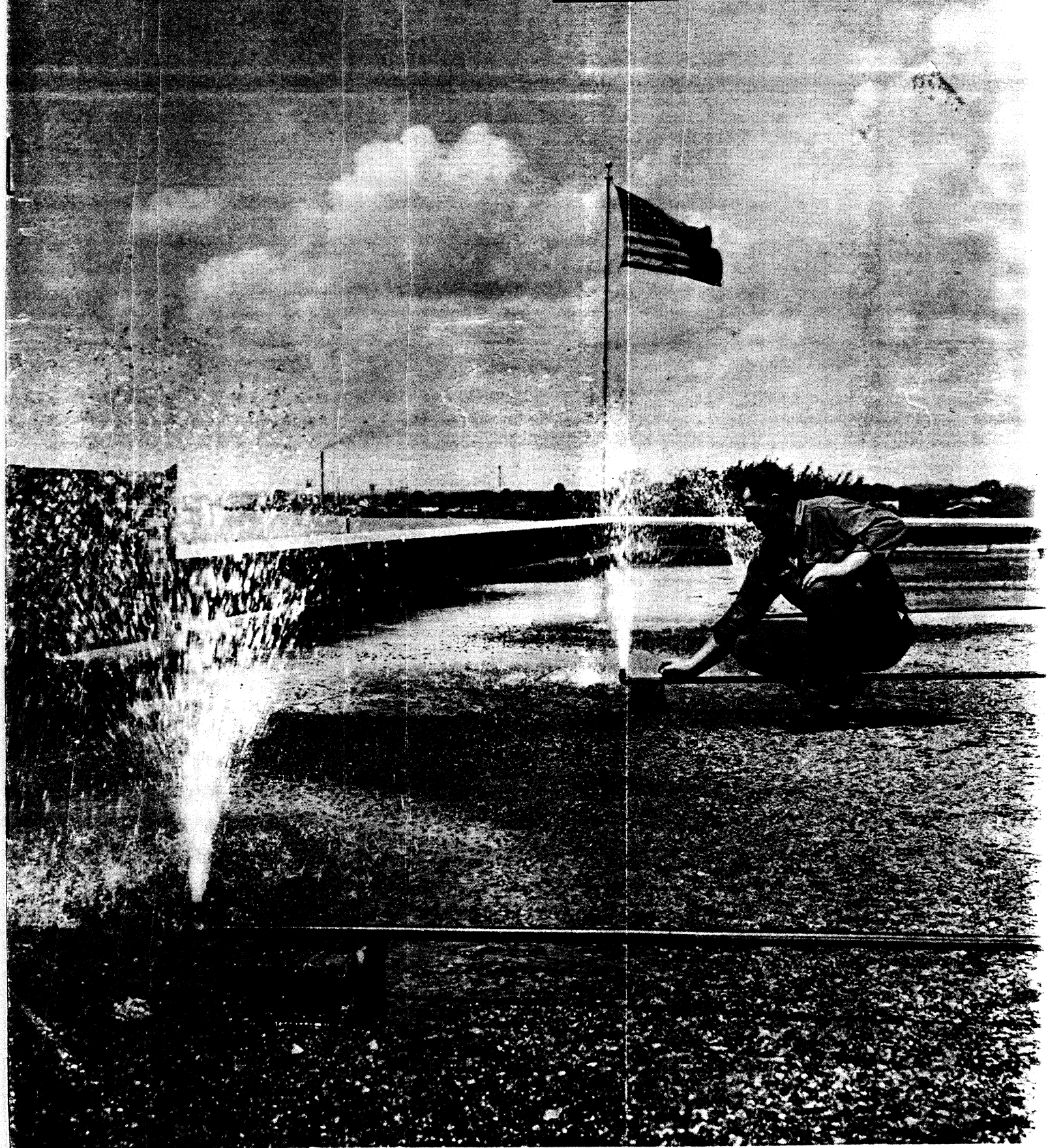
Viola Felhofer ..... Occupancy  
Patrick Hoening ..... Screw Machine  
Rosaline Turner ..... Gold Nib  
Geraldine Herold ..... Repair Parts  
Bernice Mehmert ..... Pencil  
Kathryn Foglesong ..... Pen Asmb  
Glen Roberts ..... Service  
William Kress ..... Tool  
R. W. Crawford ..... Salesman  
Richard Schwarz ..... Tool & Die

*On The Cover*



Reminiscent of a modern cyclops is pretty Cathy Gray shown taking a closeup look at the new Sheaffer sterling silver tipped ballpoint during a New York preview for newspaper, radio, TV and magazine writers. The new sterling silver-tipped ballpoint writes longer than any other ballpoint because the new sterling silver tip insures use of all ink in the writing unit.

SHEAFFER'S  
*Review*





# SHEAFFER'S

## Fifth Annual Vacation Snapshot Contest

**W**ith the vacation season upon us again, it's time to dust off that camera, stock up on a supply of film and train your lens on one of the prizes being offered this year in the Fifth Annual Vacation Snapshot Contest. The contest which is now underway will close August 31 and all entries must be in by that date.

As in past years, the contest is open to all Sheaffer employees of the Ft. Madison and Mt. Pleasant plants. Because some employees take their vacations earlier than the regular summer vacation shutdown, any photographs made this year may be entered in the contest. This should encourage many more entries this year than in the past.

*This year's competition will be divided into two classes—black and white prints and colored prints.*

*First prize in each class will be two shares of the company's Class B voting stock while second prize winners in each group will receive \$10 checks and third prize winners \$5 checks. In addition, five honorable mentions will be made in each class.*

### Entry Requirements

Rules for the Fifth Annual Vacation Snapshot Contest are simple:

1. Any picture taken since January 1 may be entered in the contest provided it was taken by the employee. No entries received after Aug. 31 will be accepted for judging in the contest.

2. The Activities Committee will

handle the judging of the entries in both classes. The winners will be announced in the September issue of the Review. Winning pictures also will be published in that issue.

3. Ordinary color prints and black and white shots as received from the photo-finisher are acceptable. No art work, retouching or toning is to be done on the prints entered.

4. Slides of the 35-mm type, either in color or black and white, are not acceptable but prints made from these slides will be eligible provided they are at least two and one-half inches square or larger.

5. Each entrant may submit as many prints as he wishes.

6. Pictures will be judged by the Activities Committee on general appearance, composition, originality, subject matter and appeal. All decisions of the judges will be final.

7. All entries in the contest should be mailed to or left at the Public Relations Department.

### Photos to be Returned

*Please do not write your name on the back of your entry. Your name and department should be written on a small slip of paper and attached to each entry with a paper clip.*

Upon receipt of your entry, the photo will be numbered on the back and on the accompanying slip of paper with your name on it. Entries delivered to the judges will have only a number

on them so that no judge will know whose picture is being judged.

When the judges have made their choice, the list of winning numbers will be turned over to the Public Relations Dept. where they will be matched up with the slips of paper bearing the names of the contestants.

All entries will be returned to the owners immediately following the announcement of the winners.

## Factory Shutdown For Vacation to July 15

Factory departments at the main plant and the Skrip plant in Ft. Madison and the Mt. Pleasant plant will be closed down from June 28 to July 15 for the annual vacation period. Employees at the Tool & Die plant will stagger their vacations so as to permit the work on orders on hand to continue uninterruptedly.

The Maintenance, Engineering, Service, Laboratory, Development, Personnel and Occupancy departments will arrange their vacation schedules in accordance with the amount of work required by their respective departments during the regular vacation shutdown. The Office and Shipping Dept. will schedule their vacations separately. However, where possible, employees in these departments will take their vacations during the regular factory shutdown.

# Goings On . . .



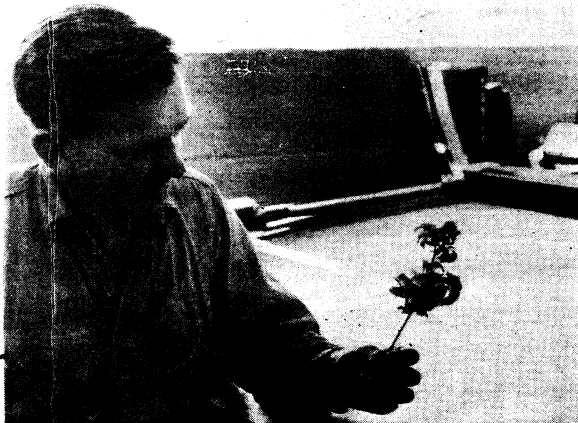
Cub Scoutmaster Cliff Van Dorin (l) (Occupancy) and his pack from Montrose get a guided tour of Ft. Madison's police headquarters and city hall by Chief of Police E. R. Rainey (r). The Cub Scout Pack was organized recently by Cliff and another Sheaffer employee, Maurice Phillips (Gold Nib), who is the sponsoring institution.



Chairman of the board C. R. Sheaffer (l) and Mrs. Sheaffer (r) confer with three professors of the State University of Iowa School of Religion prior to the latter's departure for Europe where they will interpret the Iowa program of inter-religious instruction. The three professors, whose trip was made possible by a grant from Mr. Sheaffer, are l-r, Rabbi Frederick Bargebuhr (Jewish), Rev. George Forell (Protestant) and Rev. Robert Welch (Catholic). The three professors will visit at least 12 European universities in the course of their trip.



The Borneo Company's new delivery truck provides a mobile advertisement for Sheaffer's Snorkel fountain pen and Skrip writing fluid as it moves through Singapore's streets. Note the giant Snorkel pen atop the truck.



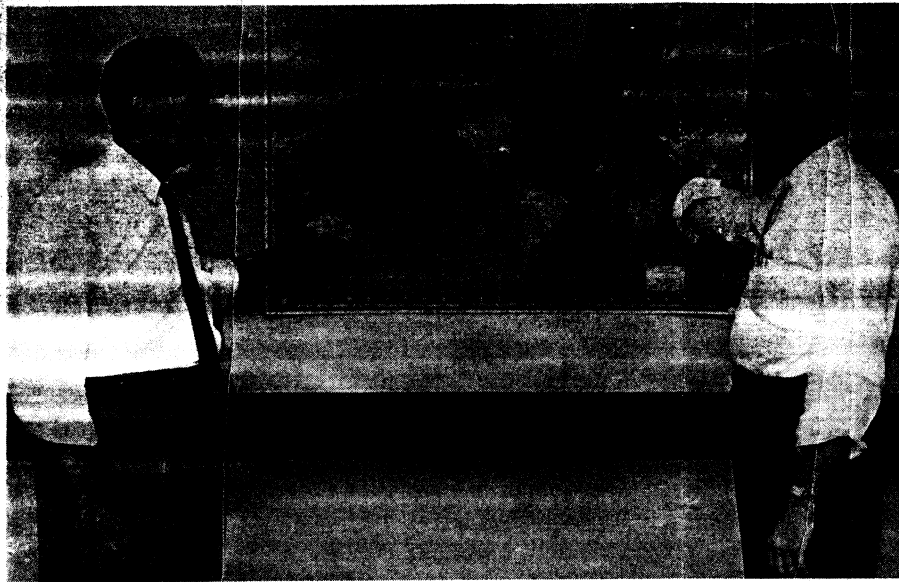
John Hall (Tool & Die) displays the unusual peace rose he found growing in his garden. The rose bloomed and the stem continued growing right up through the center of the rose so that the flower was actually growing around the stem.



Six veteran employees who have completed 30 years of service with the company receive special solid gold desk pen sets from C. R. Sheaffer, board chairman, during ceremonies in his office. Seated next to Norma Rude (Gold Nib), receiving her set from Mr. Sheaffer, are Mary Magel (Pen Assembly) and Lorraine Ping (Plastic Fab). Standing l-r are Fred Foehring (Gold Nib), John Bergthold (Plastic Fab), Mr. Sheaffer and Melvin Van Winkle (Maintenance).

# It's Great To Be

# H O M E



Bud Covington (l) (Works Manager's Office) and Bud Metzinger (r) (Inspection) point out their recent locations abroad. Covington recently returned from Australia and Metzinger from England.

Two Sheaffer employees who have been working on opposite sides of the world from each other came home recently, and both had at least one opinion in common: "There's no place like home."

Bud Covington, just back from Melbourne where he spent nearly two years helping to set up an inspection program at the Australian plant, found life in Australia an interesting and challenging experience—but . . . "It's good to be back here again."

Bud Metzinger, who has been helping to set up an inspection program for finished merchandise and parts and to train personnel for operation of the Service Dept. at the English subsidiary just outside London, echoed Bud Covington's sentiments. Bud returned recently after three months in England.

The experiences of each "Bud" bear a marked similarity despite the fact that they were being indoctrinated into a new way of life thousands of miles apart. Food was a problem to each for a time since neither was particularly fond of lamb and mutton which seemingly dominated the English and Australian menus.

"We had beef in Australia, but it had an entirely different taste than the corn-fed beef we get in Iowa," explained Bud Covington.

## Misses Variety

In England, Bud Metzinger found he missed the variety of green vegetables he had at home as much as anything. "It's due largely, I suspect to the short growing season in England. Lettuce and other green vegetables come in for a short time and then they're finished. But you get used to it."

And shopping for food and other commodities was a new experience for both Mrs. Covington and son, Robert, now 11.

"There were no super markets there in the sense that we think of them here, and as a result you had to go into a number of stores to get what you could buy here in the average super market. For example, you would go to one store for green vegetables, another for meats and still another for dairy products. Also it took us a little while to get used to some of the new expressions for their business houses and stores. A lumber yard is a timber merchant, a hardware is an iron monger, a drug store is a chemist's shop and a service station is a petrol station," Bud Covington explained.

Both "Buds" found the people in the respective countries they were visiting very hospitable. However, to a midwesterner like Bud Metzinger, the average Englishman seemed generally more reserved than the average American. The Australians, in Bud Coving-

ton's opinion, also are more formal and staid than the Americans. Yet the Australians are a sporty, carefree and enthusiastic group of people who still bear a fondness for Americans and the American way of life which they first encountered during World War II.

## Wartime Memories

"The Australians haven't forgotten what the Americans did to save Australia in the Battle of the Coral Sea, and each year they mark the occasion with 'Battle of the Coral Sea' week," Covington explained.

Weather, of course, was a favorite topic of conversation when the two "Buds" got together to compare notes on their recent experiences.

"The weather in England was quite different to what we have here," Bud Metzinger explained, pointing out that it was quite cool and damp most of the time he was there.

Bud Covington took a more favorable view of Australia's weather.

"The climate is very changeable from day to day. It gets hot there, but you don't mind it because it is not nearly as humid as it is here," he said.

Both, however, found the lack of central heating in homes and hotels one of the major inconveniences experienced in their stays abroad. At West Park Lodge, where Bud Metzinger lived, each room had a fireplace to heat it. The residential hotel was a former hunting lodge used by the royal family of England, but later converted to a residential hotel.

"You deposited your money in a meter that gave you a supply of fuel for the gas heater in the fire place that was used to warm the room," he said.

Bud Covington, who lived in a modern apartment house in Ivanhoe, a suburb of Melbourne, used electric stoves similar to hot plates to take the chill off the room.

"These were adequate since the temperature only rarely got down to freezing," he recalled.

## Good Transportation

In Melbourne there was much to see, and getting around Melbourne was relatively simple, Covington explained. "The suburban trains provided excellent service for those who lived on the outskirts of Melbourne and of course, the tram or street car system is very efficient for getting you around town."

(Continued on Page 6)

Sheaffer's Review

# Rolling Along...

The recent Activities Committee-sponsored Sheaffer family night skating party at the 400 Ballroom attracted young and old alike. For many it was the first time on skates in many years but they soon got into the swing of it. And despite a few bumps and falls, all agreed it was a lot of fun as the candid shots on the page indicate.



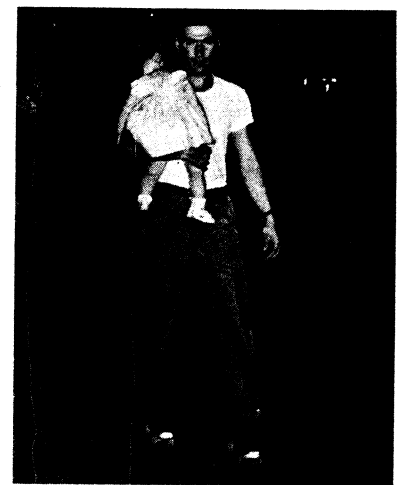
Dave Hug (Engineering) and Mrs. Hug take a spin around the skating rink at the Activities Committee's family night skating party. At right is Darrell Klauenberg (Accounting).



George Snyder (center) (Service) steadies daughter Deborah during a trial spin around the rink. At right is Charley McGlothlin (Service).



Kenny Hart (Stock & Warehouse) calls out the winning ticket numbers while a group of hopeful youngsters gather around.



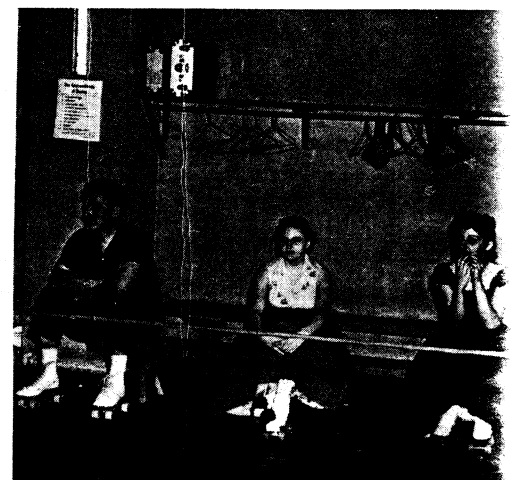
Darrell Siegrist (Service) takes his daughter, Marlene, around the rink but the rolling motion soon lulled her to sleep on his shoulder.



Sitting one number out is this group of skaters and spectators who turned out for the family night skating party sponsored by the Activities Committee.



All smiles is Wayne Hughes (Pen Assembly) — and who wouldn't be after holding the winning ticket in the prize drawing.



Specialty numbers such as the children's skate left the older skaters on the sidelines to watch — and rest their feet. Taking advantage of the occasion are, l-r, Ed McKiernan (Tool & Die), Margaret Daley (Sales) and Sara Kreighbaum (Mail Room).

# SHEAFFER'S

## REVIEW

Vol. 10 June No. 6

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories  
Fort Madison, Iowa, U.S.A.

Fineline Division

Mt. Pleasant, Iowa, U.S.A.

Canadian Office and Factory,  
Goderich, Ontario, Canada

Australian Office and Factory  
Melbourne, Australia

International Division

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - RAY PETERSON

## Sheaffer Women Place In National Tourney

Four Sheaffer bowlers who competed in the Women's International Bowling tournament at Dayton, O., earlier this year shared in the prize money offered in the various events.

The four, who won a total of \$96, are Lorena Wilcox (Gold Nib) Darlene Cornell Davis (Patent Research), Dorothy Hoening (Accounting) and Betty Chock (Sales). The women received \$40 in the team event and the rest in the singles, doubles and special events.

Top women bowlers from all over the nation competed in the event. Winners in the various classes were announced recently following the windup of the tournament which got underway early in April and ran through May.

## GODERICH GOLFERS TO VIE IN JULY 10 TOURNAMENT

Golfers at the Goderich plant will compete for honors in the 9th annual Invitational Tournament July 10 at the Maitland Golf Club just outside Goderich.

Gordon Kerr, editor of the Activities Committee News at the Canadian plant, is chairman of the tournament which promises to be one of the best ever held at the club. Most of the golfers in the Goderich plant have signed up for the event and are busy practicing at every opportunity for the tournament.

## "IT'S GREAT TO BEHOME"

(Continued from Page 4)

Transportation in London was as good as any he had encountered anywhere in the world, Bud Metzinger said.

"I was very much impressed with the underground tube system there. You can get anywhere around London without any difficulty, and although I did drive quite a bit, I found it much faster to take the tube when I wanted to get from my apartment in Barnet, about 12 miles north of London, to downtown London."

What did Bud like best about England?

"The very beautiful countryside and the many quaint and historical landmarks. The cathedrals, for example are extremely interesting although they are more like museums than churches as we think of them here," Metzinger said.

The countryside, with its strange new sights like kangaroos, koala bears etc. was equally interesting to the Covingtons. In addition they managed to see some of the Olympic games in Melbourne last fall.

"Melbourne is a very beautiful city and of course we spent a lot of time visiting points of interest there," Covington said.

## Mt. Pleasant Plant Has Picnic, Dance

The Activities Committee sponsored a family picnic at McMillan Park recently for employees of the Mt. Pleasant plant and their families.

The committee provided the fried chicken, pop and ice cream while the employees brought along the salads, rolls, vegetables and trimmings.

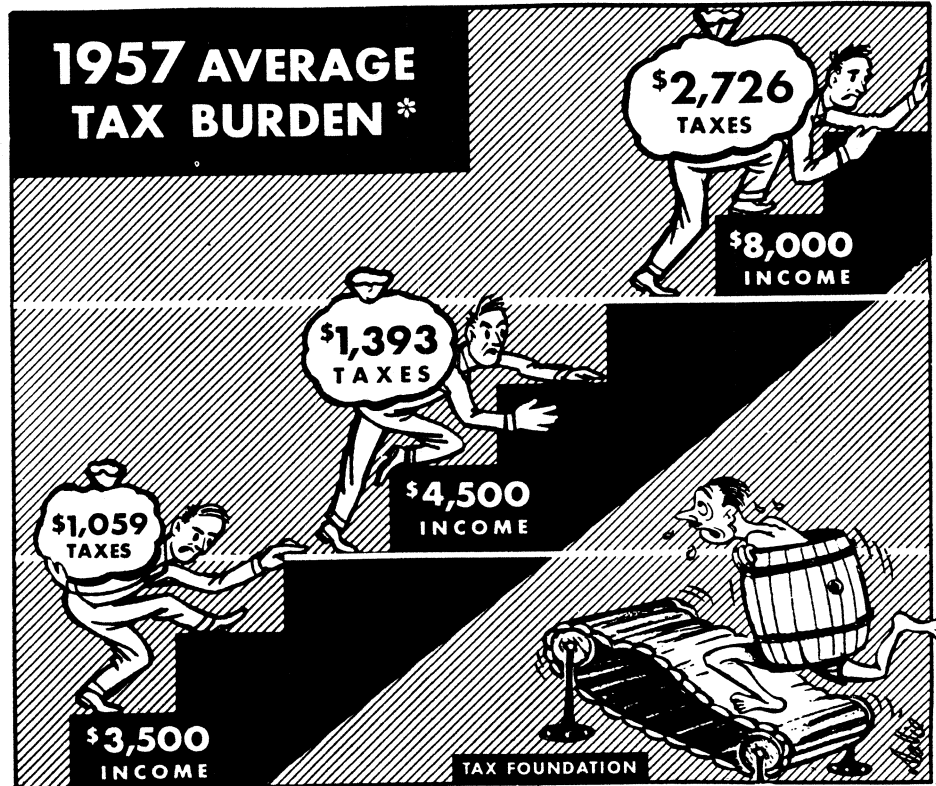
The Activities Committee also sponsored a dance recently at the VFW.

## EMPLOYEES EVACUATE PLANT RAPIDLY DURING FIRE DRILL

Employees at the company's three Ft. Madison plants demonstrated recently that they can evacuate the building in a short time in case of fire.

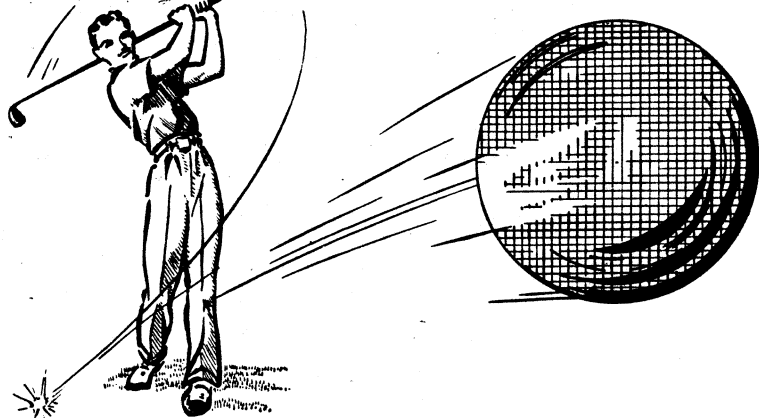
The occasion was a surprise fire drill designed to check the time required to get all of the employees out of the building if fire broke out. Employees at the main plant filed out of the building via assigned routes in two minutes, actually one minute under the time considered good by fire insurance underwriters.

The other plants, considerably smaller than the main plant, were evacuated in less than one minute.



The Tax Foundation chart shows (\*at selected income levels), how the average tax burden on spending units in 1957 (including indirect and "hidden" taxes) mounts as the worker ascends the income scale.

# SHEAFFER MEN'S GOLF TOURNAMENT



Karl Dinnauer (I) (International) marks down the scores of the other members of his foursome during the annual Sheaffer Men's Golf Tournament at the Ft. Madison Country Club. With Karl are, l-r, Darrell Siegrist (Service), Harry Wallis (Metal Fab) and Al Siegrist (Pen Assembly).



Roger Enke (Sales) prepares to sink a nice putt while John Gamble (center) (Sales) and Bill Reed (r) (Sales) wait their turn.



The mystery man, face hidden by his hands, is Walt Gadau (Sales) who just drove off for the ninth hole. Watching the ball's flight is John Kiersey (Purchasing).



Dick Higgins (I) (Mt. Pleasant) peers at his watch to see if its getting near lunch time as his fellow player, Basil Huston (Mt. Pleasant) prepares to hole out.



Ralph Carnahan (Mt. Pleasant) chips up on the number one green in the opening round of the annual men's golf tournament.



Kermit Ruppenkamp lines up a short putt on number two green while Harry Dusenberry (Plating) and Jack Stowe (Plastic Fab) follow the ball's course.



Bob Fry, Ft. Madison County Club pro, checks over the final scores as several of the players wait the results of the tournament. L-r are Harry Dusenberry (Plating), Walt Gadau (Sales), Bill Reed (Sales), John Kiersey (Purchasing) and John McCabe (Purchasing).



# SHEAFFERS *Review*

FRARY'S  
FRARY'S

MUSIC HOUSE

Johnson

Suzie Kincaid

Activities  
Committee

W.A. Sheaffer Pen Co.



# FIVE ARE NAMED TO NEW POSITIONS IN TOP-LEVEL PERSONNEL CHANGES OF COMPANY

Five executive level changes in the Sheaffer Pen Company and its Canadian subsidiary were announced this month by President W. A. Sheaffer II.

George A. Beck, executive vice-president, becomes vice-chairman of the board and chairman of the finance committee on September 1. Leon Black, 38-year-old president of the Canadian plant will become executive vice-president of the parent company and Clyde Everett, formerly vice-president in charge of Canadian sales, will move up to succeed Mr. Black as president of the Canadian company. William R. Gardner, former territorial sales manager at Hamilton, Ont., was named general sales manager for Canada, succeeding Mr. Everett.



George A. Beck

Edmund F. Buryan, former marketing consultant with the management firm of Booz, Allen and Hamilton, was named to the newly created post of vice-president in charge of marketing.

Mr. Beck, a native of Burlington, Ia., started with the company in 1919 as a bookkeeper, was elected a director in 1933 and a vice-president in 1938. He has served as executive vice-president since 1946 and is also a director and treasurer of the W. A. Sheaffer Pen Company of Canada.

Mr. Black, who was born in Kirksville, Mo., worked summers in the plating department before entering Coe College where he received his B.A. degree in 1941. He joined the company on a full time basis in 1946 in the Purchasing Department, was appointed general manager of the Canadian plant in 1953 and a short time later was elected president and a director of the Canadian Company



Leon H. Black

Mr. Everett, a native of Colfax, Ia., started in the sales department in 1947; became assistant to the general sales manager and later served as Southern district sales manager before going to Canada in 1954 as general sales manager. Several months later he was elected a vice president of the Sheaffer Pen Company of Canada.

Mr. Gardner, a native of Canada, joined the Canadian company in 1947 and subsequently became production manager of the service department. He was named territorial manager, with headquarters at Hamilton, Ont., in 1955.

Mr. Buryan joined the company early this month after wide experience in the field of sales and marketing. A native of New York and a graduate of Columbia University, the new vice president was manager of the Bayer foreign division of Sterling Drug from 1940-45, assistant export manager of the W. A. Merrill Co. from 1945-47, manager of the international division of Bristol Laboratories, Inc. from 1947-49 and general manager of Revlon International and subsidiaries from 1949 until 1956 when he became a marketing consultant.



Clyde E. Everett



Edmund F. Buryan

In announcing the changes Mr. Sheaffer said, "Our company has always been known as a 'young' company. In taking stock we realized that many of the top executives who have been with us since the days when my grandfather first began manufacturing writing instruments, would all reach retirement age in just a few years. These men built us into the nation's largest manufacturer of writing instruments. It seems logical to have younger men assume some of their duties while they are still here to give guidance." He added that the company's policy of retirement at 65 years of age made it imperative that these steps be taken now.

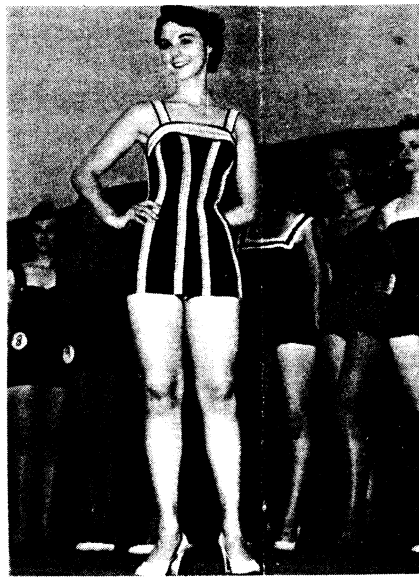


Bob Hejkal, retiring president of the Foreman & Supervisors Club, turns over the symbol of office to his successor Francis Mead (Plastic Fab), the newly-elected chairman. Seated beside Francis are two other newly-elected officers who will serve during the 1957-58 term. They are Frank Worden Jr. (l) (Quality Control), vice-chairman, and Dale Thompson (r) (Development), secretary-treasurer.

# Goings On . . .



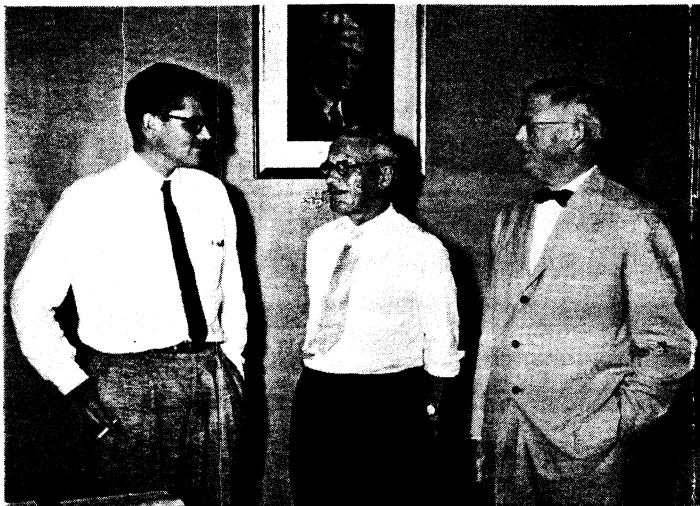
No Fourth of July would be complete without Charlie Korschgen, shown marching with a couple of young drummers in the parade which preceded the Aqua Queen competition at Riverview Park.



Susie Kincaid (Service) parades past the judges in the Aqua Queen contest sponsored by the Jaycees as part of their Fourth of July celebration at Riverview Park. Susie was sponsored by the Activities Committee.



All smiles and no wonder. John Foster (r) (Production Planning) his wife (l) pose with daughter, Diane, after she was named Aqua Queen in the Fourth of July Aqua Queen competition in Riverview Park. More than 15 area beauties competed for the title.



A visitor from London, A. R. Malcolm (center), managing director of the Borneo Company, pays a visit to board chairman Craig R. Sheaffer (r) and John D. Sheaffer, vice president-International, in Ft. Madison during a tour of this country. The Borneo Company is one of our largest distributors abroad.



Bill Thomas (r), president of the Ft. Madison Chamber of Commerce, introduces W. A. Sheaffer II (l) at a special luncheon sponsored by the Chamber to honor Mr. Sheaffer upon his recent election to the board of directors of the U. S. Chamber of Commerce.

# fun



A group of youngsters gather around Cactus Jim, western television star of KHQA-TV as he renders a few of his favorite cowboy songs for his youthful admirers at the annual Sheaffer employees' family picnic at Sheaffer's Park.

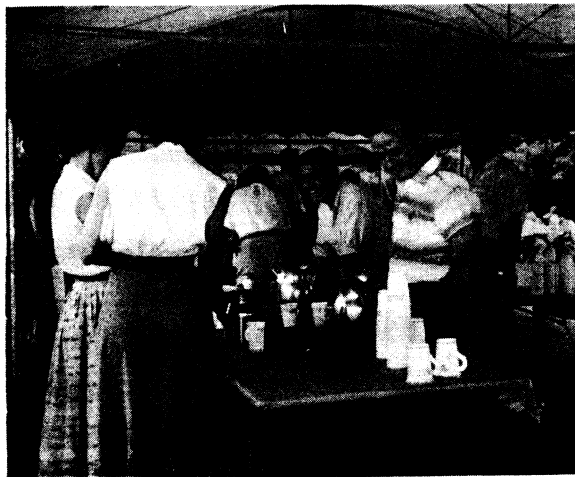
Nearly 800 Sheaffer employees' family outing at the Sheaffer picnic, the outing featured such attractive trailer rides, games, sandwiches and... As a special feature of the afternoon KHQA-TV, entertained the youngsters. Also on hand to thrill the employees was a pretty young songstress whose vocal r...



Distributing tickets to Kay Haley Schlegel (Accounting) for pop and refreshments at the annual employees' picnic are Connie Gillett (center) (Pencil) and Vincil Mead (r) (Plating).



One of the most popular rides for kids at the picnic is on the tractor-drawn flatbed trailer. Here a group of youngsters enjoy the park tractor.



Dick Canella (l) (Accounting) and Ed Lawlor (r) (Plastic Fab) help a couple of young ladies through the food line. In the background is Harry Wallis (Metal Fab).



The dream of every youngster is a ride on a real cowboy's pony and for Barbara Cuthbert, daughter of Darwin Cuthbert (Shipping), the dream came true at the annual picnic. Barbara was one of the lucky youngsters to get a ride on Cactus Jim's pony.



Mike Mitchell (Scrip) points youngsters before the start of the picnic.

# FOR ALL



Another favorite attraction for youngsters at the outing was the pony rides.

their families turned out for the annual picnic. Sponsored by the Activities Committee for the youngsters as pony rides, tractor-rides, and drinks.

In the program, "Cactus Jim," western star of the show with a series of roping and riding tricks and their families was Judy Nichols, who kept toes a-tappin' despite the heat.



The annual picnic at Sheaffer's Park was a spin around the grounds with the youngsters enjoying themselves as Maurice Kaltefleiter tows them with the tractor.



There was plenty of food to take care of the hungry appetites of young and old at the annual picnic. Helping behind the food counter are, l-r, Robert Mekemson (Occupancy), Kenny Miner (Engineering) and Malcolm Evans (Molding).



The finish line to a group of youngsters in a marble-on-spoon race.



Songstress Judy Nicols and her guitar captivated the interest of the youngsters as she thrilled them with her renditions of folk songs and ballads.



Enjoying lunch at one of the new picnic tables at Employees' Park is Wes Frels (l) (Production Control), his wife and youngsters.

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Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - RAY PETERSON

## SHEAFFER WOMEN BOWLERS PLACE IN STATE TOURNEY

Sheaffer's women bowlers collected their share of prizes in the State Bowling Tournament held last Spring, according to the final results just announced by the tournament committee.

In the team events, the Parisian team finished fifth in Class B; the W. A. Sheaffer Pen Co., third in Class D; Sheaffer Shipping, first in Class E. Sheaffer's Shipping team also rolled the second high team score.

Sheaffer members of the Parisian team included Betty Chock (Sales), Lorena Wilcox (Gold Nib), Darlene Cornell Davis (Patent Research) and Irma Terry (Pencil).

The W. A. Sheaffer Pen Co. team was made up of Lorene Clark (Pencil), Sally Koellner (Metal Fab), Pat Moeller (Gold Nib), Wanda Cornell and Marie Smith.

The Shipping team included Mary Ussery (Advertising), Arletta Roxlau (Shipping), Betty Wegs (Plating) and Rose Ann Wiedel Phillips (Shipping).

Individual winners in the doubles event were Darlene Cornell Davis and Betty Chock, Sally Koellner and Irma Terry, Wanda Cornell and Lorene Clark.

Prize money in the singles matches went to Lorena Wilcox, 26th in Class A; Darlene Cornell Davis, 109th in Class A; Betty Chock 29th in Class B; Dorothy Hoenig (Accounting), 139th in Class B; Marie Smith, 89th in Class C; Irma Terry, 170th in Class C; Sally Koellner, 16th in Class D; Osa Wilsey, 27th in Class D and Wanda Cornell, 122nd in Class D.

## New Councilmen Are Elected For 1957-58

George Snyder (Service) was elected chairman of the WASPCO Council at the first meeting of the new Council for the 1957-58 term.

Carl Comstock (Gold Nib) was elected vice chairman and Billie Mitchell (Traffic), secretary-treasurer.

The newly elected members of the council who will serve until next June, together with the departments they represent are:

Desk stand—Clarence Crosley, Development—Gene Andres, Engineering—Powell Taapken, Gold Nib—Carl Comstock, Inspection—Harold Mehl, Maintenance—Paul Holterhaus, Metal Fab—Edith Trainer, Molding—Ivan Simmons, Occupancy—Ray Wilson, Office, first floor—Gladys Derr, Office, second floor—Joan Gross, Office, third and fourth floors—Billie Mitchell, Pen Assembly—Thomas Gilman and Dorothy Lamb, Pencil—Carl Hendricksmeier, Plastic Fab—Jim Howard, Plating—Joseph Peacock, Service—George Snyder, Shipping—Frank Collins, Skrip—Francis Schurk, Tool Room—William Stemple and Tool & Die—David Hauk.

## Ft. Madison, Mt. Pleasant Field Boys Baseball Teams

Sheaffer's Mt. Pleasant and Ft. Madison plants are fielding baseball teams in the boys' league this season with the help of some of the baseball-minded employees.

At Mt. Pleasant, Herb Braise and William Trout are managing the Sheaffer entry in the Jaycees' boys baseball league which is headed by another Mt. Pleasant employee, Dick Higgins. And three other employees of the Fineline plant are handling rival teams in the league. Harry Ross is manager of the Brau Pharmacy team while Bob Hummell has taken over the managerial chores for the Mt. Pleasant Ready-Mix nine.

Ed Lanferman is helping out with the umpiring chores as well as the practice sessions of the boys' league at Rome, just outside of Mt. Pleasant.

Sheaffer's team in the Ft. Madison "Teener League" was managed single-handed in the first half of the season by Larson Watts (Purchasing). The managerial chores for the second half are being handled by Oliver Schmidt and Kenny Mason (Drafting).

## Service Anniversaries

### - 20 YEARS -

John Hauck—Gold Nib

### - 15 YEARS -

Loretta Wilkens—Pen Assembly  
Onyx Fogeland—Inspection  
Ruth Lamborn—Service  
Irma Felgar—Plastic Fab  
Ernest Stenger—Occupancy  
Orville Richardson—Pencil  
A. H. Krueger—Pencil  
Richard Mansheim—Development  
Tom Berstler—Tool Room  
Charles Campbell—Plating  
Leo Zumdom—Plating  
William Casady—Gold Nib  
Frank Worden Sr.—Service  
Floyd Murphy—Pen Assembly  
Robert Johnson—Maintenance

### - 10 YEARS -

Elma Fruehling—Skrip

### - 5 YEARS -

Joy Ball—Pen Assembly  
Helen Martinez—Engineering  
Shirley King—Engineering  
Jeannette Williamson—Pen Assembly  
Geneva Tutwiler—Molding  
Rose Phillips—Shipping  
Leland Scofield—Sales

## Ideas On Goderich Plant Park Are Being Solicited

Suggestions for an employees' recreational park adjoining the Goderich plant is being studied by the Activities Committee and the management.

The proposed park site is located just west of the Canadian plant and extends 300 yards along the highway that passes in front of the plant and 400 yards back from the highway. The Activities Committee has received a number of suggestions on the make-up of the recreational park. Included among these suggestions were a pitch and putt golf course, a picnic area and a lawn bowling green.

In addition to improving the area through landscaping, the park would provide a recreational area for the plant's employees at noon and after working hours.

The Activities Committee is still open for suggestions on the park and all employees are urged to submit their ideas for consideration.

**GOLF TOURNEY:**

**Digit Diggers Dig Divots  
And Divvy Dough In 7th  
Accounting Invitational**

Favored by fair skies and ideal golfing weather, a field of 31 hopefuls turned out for the seventh annual Accounting Dept. invitational golf tournament at the Elks' Fairview course in Keokuk.

Kermit Ruppenkamp (Finance), John McCabe (Purchasing) and Lyle Omdahl (Accounting) finished in a three way tie with net 66s. After playing three additional holes before finally breaking the deadlock, Kermit, with a 17 handicap, emerged with a winner. John, with a 14 handicap was second and Lyle, with a 21 handicap, third. Harry Emerson (Purchasing), with an 11 handicap, posted a net 68 for fourth place and president W. A. Sheaffer II, with a 12 handicap, had a net 69. Merchandise certificates totaling \$40 were split among the winners.



Jay Reimers (Sales) knocks ones across the water hole to the third green at the Elks' Fairview course at Keokuk.



Preparing to hole out, Jim Schier (Research & Development) carefully lines up the ball with the cup.



Vice-president John D. Sheaffer chips up on the green on the final leg of the tournament.



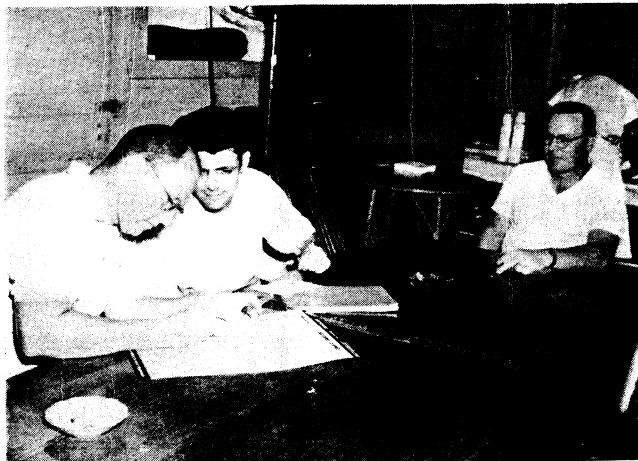
Gordon Lane (Accounting) misses a short putt on the number three green during the annual Accounting Dept. tournament.



In the rough in search of a lost ball are Lyle Omdahl (l) (Accounting) and Charley Rupert (r) (International).



John McCabe (Purchasing) displays the putting form that helped him finish in second place.



Jim Yeast (r) (Accounting), general chairman of the annual tournament, goes over the scores with Babe Serangeli (Center) (Credit) while Basil Huston (l) (Mt. Pleasant) waits to learn how he finished.



Waiting their turn to tee off are Jack Finley (l) (Traffic) and Jay Reimers (r) (Sales).

### PRIZE WINNERS AT ANNUAL PICNIC ARE ANNOUNCED

Bernard Maynard (Plastic Fab) and Frank Griswold (Gold Nib) were the winners in the horseshoe tournament at the annual Sheaffer Employees' picnic at the Sheaffer park.

The team of Harold Pratt (Testing) and Leslie Burfford (Molding) were runners-up while Jack Richmond (Tool Room) and Frank Davis (retired) were third-place finishers.

Winners of \$5 each in the door prize drawing were Roberta Smith (Traffic), Harold Orr (Occupancy), Walter Auge (Occupancy) and Mrs. Frederick Strunk (Payroll). The lucky tickets were drawn every hour and the winners were announced over the public address system.

Bob Hejkal (Engineering) and Dutch Anderson (Works Managers' Office) served as co-chairmen of the picnic.



Comedian Norman Wisdom, British film star, got a timely assist from Don Wylie (l), managing director of the W. A. Sheaffer Pen Company of England, during the recent Herts Youth Festival. The J. Arthur Rank organization star, called upon to sign autographs for fans, discovered he had no pen with him. Luckily Don, who comes from Norman's hometown of Barnet, was on hand to loan the comedian his personal Sheaffer pen for a four-hour autograph session.

## On The Cover



Pretty as a picture is Susie Kincaid (Service) as she waves to the crowds along the route of march in Ft. Madison's Fourth of July parade. Later Susie competed at Riverview Park for the title of Aqua Queen under the sponsorship of the Activities Committee.

## YOU DON'T HAVE TO BE A PRO TO WIN A PRIZE IN ANNUAL SNAPSHOT CONTEST

Perhaps you've never won a prize before but don't let that discourage you from submitting one or more snapshots in the Fifth Annual Vacation Snapshot Contest now underway.

Everyone has a chance to win and most of the winners in each year's contest are entering the winner's circle for the first time. And because the contest is open only to Sheaffer employees, you stand an even better chance of winning one of the prizes being offered to the lucky winners.

First prize in the black-and-white snapshot division will be two shares of the company's class B voting stock while the second prize winners will receive a \$10 check and the third prize winner a \$5 check. The same stock and cash prizes will be offered to winners in the colored snapshot class. In addition there will be five honorable mentions in each division. The Activities Committee will do the judging.

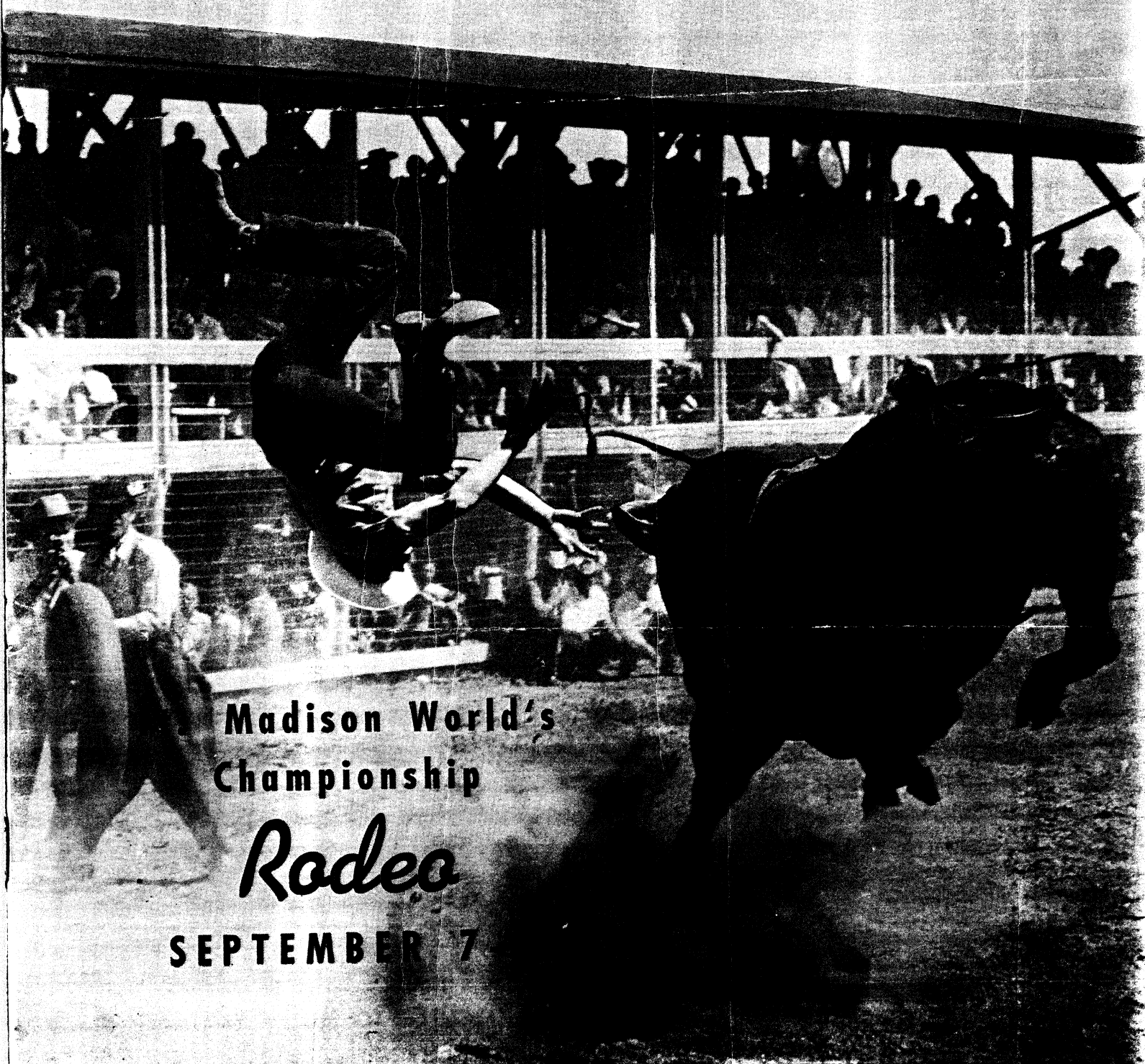
Here is all you have to do to be eligible to win a prize:

1. Enter one or more pictures before Aug. 31. Pictures must be taken by the employee this year, and must be at least two and one-half inches square or larger.
2. Write your name and department on a slip of paper and attach it with a paper clip to the entry. Do not write your name on the picture itself.
3. Send the pictures to the Public Relations Dept.

After the judges have made their selections from the snapshots submitted, all pictures will be returned promptly to their owners. The winners will be announced in the September issue of the Review which will also carry the winning snapshots.



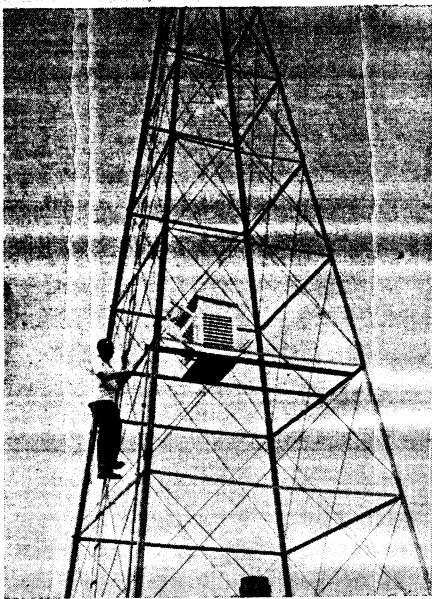
SHEAFFER'S  
*Review*



Madison World's  
Championship

*Rodeo*

SEPTEMBER 7



Keeping employees cool in summer and warm in winter takes lots of planning. To help plan our cooling and heating to meet changing weather conditions, the Maintenance Dept. recently installed a miniature weather station (l) on the TV antenna atop the main office building. The shelter contains a wet and dry bulb thermometer, being checked by Jim Bailey (Maintenance). Temperatures recorded at the miniature weather station are relayed to this recorder (r) in the boiler room. This gives a chart of changing weather conditions and enables employees in the boiler room to increase or reduce heat in the plant as needed.

## Women's Travel Club Visits West; State Fair

Thirty-three Sheaffer employees and their friends participated in the 12-day Western trip sponsored by the Sheaffer Women's Travel Club.

Traveling in a big air-conditioned bus, the women left the main plant the day after the plant closed for the vacation period. At Spearfish, S. D., the women attended the Black Hills Passion Play before moving westward to Yellowstone Park where the group spent two and a half days. Later the club members visited Denver where they spent another two days sight-seeing and taking side trips to such interesting and scenic places as Estes Park, and Big Thompson Canyon. At Colorado Springs, many of the group toured other interesting places such as Will Rogers' Shrine of Sun, Pikes Peak, Garden of the Gods and Cave of the Winds.

No sooner had the Women's Travel Club returned from their Western trip when they began making plans for a visit to the State Fair at Des Moines. Twenty nine women made the bus trip to Des Moines to visit the fair booths, watch little Brenda Lee, star of TV, and attend the auto races that highlighted the Fair.

Plans are underway now for next summer's vacation trip. Some con-

## Employees Urged To Have Anti-Flu Shots

Employees throughout the company have been urged by Dr. R. L. Feightner, Sheaffer's medical director, to have shots to protect them against influenza which the U. S. Health Department has warned may reach epidemic stages this fall and winter.

Vaccine to combat the latest type of influenza known as Asiatic flu is being produced as rapidly as possible by the leading drug manufacturers and is expected to begin reaching local doctors shortly.

Dr. Feightner has urged all employees to consult their family physician regarding immunization by the new vaccine which can help to prevent lost time from your job as well as unnecessary medical expenses. While the shots are not required and it is entirely up to the individual employee as to whether he wants to have these flu shots, it is to the employee's own advantage to have them.

sideration is being given to a Florida trip which would include a side trip to Cuba and the club's officers are hopeful that details can be worked out so as to make it attractive for more women employees to participate.

## BBD&O To Handle Our Ballpoint Advertising

Batten, Barton, Durstine & Osborn, one of the top ranking ad agencies in the nation, will handle the company's advertising for Sheaffer's new ballpoint pens.

Russel M. Seeds will continue to handle the company's present line of products.

In announcing the appointment of a second advertising agency, the company said it felt there was an advantage in having a separate agency for the new ballpoint line.

"There is a place in consumer demand for quality fountain pens, pencils and ballpoints just as there is need for functional, economical writing instruments," explained E. F. Buryan, vice president-marketing.

"The consumer appeal in the two types of writing instruments is vastly different, however, and we feel that for our dealers and ourselves, consumer interest can be better expressed by separate agencies."

The company now has the most diversified line in the industry and intends to put increased emphasis on the deluxe Snorkel fountain pen, general writing instruments and improved ballpoint lines.

## Radio 'Hams' Take Part In Nationwide CD Test

Several employees at the Mt. Pleasant and Ft. Madison plants participated in the recent nationwide alert sponsored by the Office of Civilian Defense to improve the readiness of the nation to meet promptly and effectively emergency situations resulting from enemy action.

The employees, all of them amateur radio "hams," included Jim Yeast (Accounting), Jim Bailey (Maintenance), Scuffy Scarff (Maintenance), John Mansheim (Maintenance) and Ed Gillett (Mt. Pleasant).

Shortwave transmitters and receivers were set up in the fieldhouse at the Sheaffer Employees' Park where Jim Yeast, Scuffy, Scarff, John Mansheim and Jim Bailey took turns at manning the station around the clock during the 24-hour test. Ed Gillett operated his transmitter from home.

*Sheaffer's Review*

# Goings On . . .



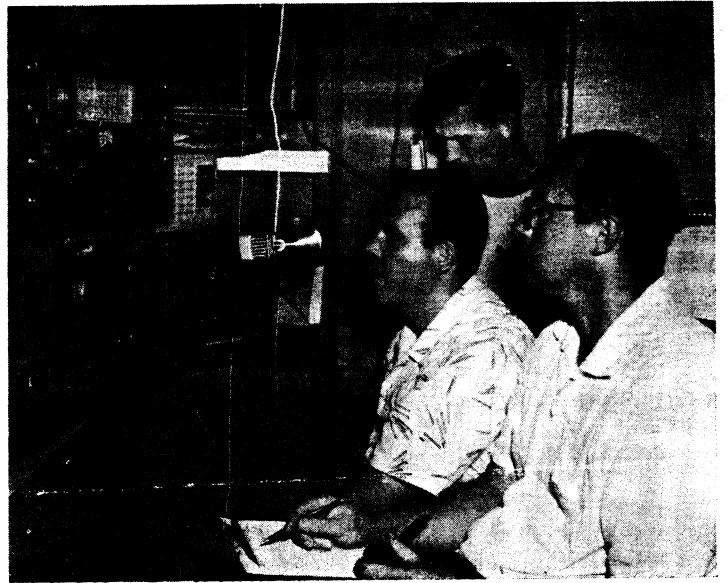
Banners identifying the Sheaffer Women's Travel Club are attached to the side of the bus by, l-r: Ethel Krebill (Lead); bus driver; and Ann and Irene Hammon (Gold Nib) just before the group left on a scenic tour of the west.



Star Sapphire rings were presented to retiring members of the board of trustees of the National Association of College Stores at the association's recent banquet. Walter A. Brudge (l) presents the awards to Jack Asthalter (center), general merchandising manager, and Helen Amberg (right), new VP of the Association.



New officers for the 1957-58 season of the Women's Bowling League look over team entries for the coming season. L-r are Lorena Wilcox (Gold Nib), president; Betty Chock (Sales), secretary-treasurer; Ann Dodge (Payroll), sergeant-at-arms; and Janet Consbrock (Sales), vice president.



Manning short-wave transmitters and receivers at the Sheaffer Employees' Park fieldhouse during the recent State Civil Defense air raid warning test are three Sheaffer amateur radio fans. L-r Jim Bailey (Maintenance), Scuffy Scarff (Maintenance) and Jim Yeast (Accounting) check an incoming message.



Amateur radio operators Scuffy Scarff (l) (Maintenance) and John Mansheim (r) (Maintenance) operated a 75-meter single-side-band station during the recent field day sponsored by the Mississippi Valley Amateur Radio Club at the farm of Phil Berhardt (standing) at Niota, Ill. (Dallas City Enterprise Photo)

Setting up the schedule for the Men's Bowling League are, l-r: Roy Neal (Lab), vice president; Bill Stemple (Tool Room), president; and Tom Gilman (Pen Assembly), secretary.



# Our Newest Citizen



Monique Marshall finds Sheaffer's IBM department a lot more pleasant place to work than the German Luftwaffe office.

**T**o Monique Marshall (IBM), August 6th was one of the great days of her life. On that day, Monique became a citizen of the United States as a federal judge administered the oath of allegiance to her and some 30 or 40 other former aliens in the Federal Court House in Des Moines.

"It was one of the happiest days of my life," said French-born Monique, with a slight accent still noticeable in her otherwise impeccable English.

In her adopted land, Monique has found happiness and beauty as well as escape from the ravages of war and the turmoil of post-war reconstruction in her native France. She's sold on America and the American way of life now that she has had time to adjust to our standard of living.

"It wasn't easy when I first came over here," she explains. "The food for example was much richer than I was accustomed to and it made me sick for a while because I wasn't used to it."

And adjusting to life in a small community like Farmington, Iowa where she lives, was a new and challenging experience.

### Speaks Three Languages

In France, Monique spent most of her life in Basse-Yeutz, a suburb of Thionville, a great steel and industrial community a short distance from the

German border. French and German were spoken interchangeably there by most of the inhabitants so it was not unusual that Monique speaks both fluently. And in the local schools English was taught along with French and German thereby giving her a third language which she put to good use later.

Because here hometown lay very close to the French-German border, within the shadow of the great steel city of Thionville, it was quite natural that the war came close to Monique when Hitler's legions rolled across France in the early '40s. And like thousands of her countrymen, Monique was caught up in the maelstrom of war.

When the Germans took over Monique's home town, most of the women in the community were forced to work in the munitions factories making ammunition for the Germans—it was either that or else . . . But Monique was somewhat more fortunate than many of her friends for the Germans soon learned that she was an able typist and could speak three languages. They promptly put her to work in the personnel section of the German Air Corps early in 1941.

Although the routine was hard, she felt that it was considerably better than working on a shell line in a bomb plant. She attended school in the morning from seven o'clock until 1 p.m. After an hour for lunch, she went to work at 2 p.m. in the German Luftwaffe office until 8 o'clock in the evening. This was her life for the next four years, broken up by three evacuations as the tide of battle surged back and forth between the Allied and German forces.

### Evacuated Three Times

"The last time, when the Americans were closing in on our village, we had to flee on very short notice. We covered about 40 miles that day on foot. My father knew a man in a little farming town where we stopped the night and he put us up until we were able to go back to our own town. Although we slept on the straw-covered floor of an unfurnished room, we didn't mind too much," she recalled.

*(Continued on page 6)*



Monique (l) with some of the German girls with whom she worked in the German Air Corps offices at Thionville, France during the war.



Monique (center) with her two witnesses, Bill Gross (Screw Machine) and his wife, Gen. at Federal Court House in Des Moines.

# Highlights of Women's Travel Club Tour



Ready to board the bus for the next lap of the trip after a night's stopover at Rapid City, S.D. are l-r: Elsie McNeil, Della Woods, Osa Wilsey (Accounting) and her mother, Mrs. Georgia Busby, and Eunice Cox.

Aboard an air-conditioned luxury bus, members of the Sheaffer Women's Travel Club and their guests completed a 12-day trip through South Dakota, Wyoming, Colorado and Kansas where they visited points of scenic and historic interest.

The 33 women who took the trip agreed unanimously that it was the most interesting one the group has taken to date. And with the long-range planning that has helped to make the club's trips so successful, officers of the group are now busy outlining next summer's trip.



One of the bright spots of the trip was visit to Yellowstone Park. Here are some of those who visited the scenic area.



Another group waiting for the bus at Rapid City, S.D., includes, l-r: Irene Busby (Retired), Nora Ebinger (Service) and Emma Mathiasmeier (Service).



Pictured in front of the motel where they stopped at Cody, Wyo., are l-r: Goldie Knipe (Metal Fab), Irene Hammon (Gold Nib), Irene Heil, Ann Hammon (Gold Nib), Letha Burghoffer (Gold Nib) and Elsie McNeil.



The Sinclair Hotel at Sinclair, Wyo., provides the backdrop for a shot of the group during a stop in Wyoming.



Members of the Women's Travel Club rest weary feet after watching a Western parade at Cody, Wyo., one of the stopover points on the group's tour.



Some of the club members wait for transportation for one of the side trips the women took at Cody, Wyo.



Carol Richards (Gold Nib) and her daughter, Linda, pose for a snapshot beside a mountain lake. In the background are the Grand Tetons.



Up bright and early to move on to the next point are, l-r: Della Woods, Eunice Cox, Irene Heil, Irene Busby (Retired), Emma Mathiasmeier (Service), Nora Ebinger (Service) and Osa Wilsey.



Thinking it might be sometime before their bus comes, some of the women find sitting more comfortable than standing at Cody, Wyo.



Enroute home, the Women's Travel Club members pose beside their bus during a stop in Kansas.

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY  
 General Offices and Factories  
 Fort Madison, Iowa, U.S.A.  
 Finline Division  
 Mt. Pleasant, Iowa, U.S.A.  
 Canadian Office and Factory,  
 Goderich, Ontario, Canada  
 Australian Office and Factory  
 Melbourne, Australia  
 International Division  
 Fort Madison, Iowa  
 Printed in U. S. A.

EDITOR - - RAY PETERSON

## Tool & Die Completes Rodeo Parade Float

Employees at the Sheaffer Tool & Die plant are putting the final touches to the Activities Committee float which will compete in the Rodeo Parade.

The float, built along the lines of an old time Mississippi River paddlewheel steamboat, has been in the process of construction for over a month at the Tool & Die plant's west parking lot. Because of the size of the float, it is impossible to get it inside the plant.

The float was designed by Al Christy and Dave Hauck while the assembly of the steamboat replica was handled by Willard Phillips, Red McFarland, Rollin Hancock, Oren White, Lewis Pool, Ed McKernan, Eldon Will, Les Callaway, Leo Baumhardt, Earl Morgan, Jay Jost and Mac Dark.

The replica of an oldtime Mississippi River boat is 22 feet long, nine and a half feet wide and 15 feet tall. Even without the smokestacks it is 1½ feet from the ground up to the pilot's house atop the float. To give it added realism, the Tool & Die committee has built it so that the paddlewheel turns as the boat moves along and they hope to have a steam whistle in operation by parade time.

Visitors to the Nauvoo Grape Festival get a preview of the attractive float which is entered in this year's festival.

Several of the sons and daughters of the Tool & Die plant employees are scheduled to ride the Mississippi River steamboat as it rolls along the parade route in downtown Fort Madison.

## FAREWELL PARTY FOR MARY JO HUEBNER

A surprise farewell party was given recently for Mary Jo Huebner (Accounting) by her fellow workers at the home of Betty Otte.

Mary Jo is moving to Ames where her husband, recently returned from service, plans to enter Iowa State College in the fall.

Among those attending the party were Osa Wilsey, Jerry Wagner, Joan Groose, Iona Wiggensjost, Ann Dodge, Barbara Pranger, Louise Colvin, Rita Brandt, Beverly Milam, Helen Muerhoff, Sandy Rinehart, Dorothy Hoenig, Alan Costello and Kaye Schlegel.

## Our Newest Citizen

(Continued from page 4)

Shortly after the Americans routed the Germans and the Armistice was signed, Monique went to work for the American occupation forces as an interpreter in the Signal Corps. Most of her work was with German prisoners of war who were being processed for return to their homeland.

It was while she was working for the Signal Corps that she met her future husband, William Paul Marshall who was then a first sergeant in charge of a prisoner of war compound. Although he was returned to the United States before they could be married, it wasn't long before the machinery for getting Monique to America was underway.

After a pleasant trans-Atlantic crossing on the S.S. Washington, Monique arrived in March 1947 in the bright new world of New York, threshold to America.

"New York was certainly very impressive—even more amazing than I had dreamed it would be," she recalled. "The people there were very nice to me. My husband was not able to meet me in New York but arranged for the Traveler's Aid Society people to meet me on arrival there and get me on the right train for Chicago where he was to meet me. His train was a little late but they paged me on the public address system and asked me to wait until he got there."

## Marries G. I. Sweetheart

The wartime romance found a happy ending when Paul and Monique were married in March 1947 in Farmington where the couple now lives. Paul is employed as a bookkeeper for

## Service Anniversaries

### -30 YEARS-

Delbert DeVol—Engineering  
 Dorothy Merschman—File  
 Stanley Shepherd—Sales

### -20 YEARS-

Joseph Costello—Pen Assembly  
 Paul Pohlmeier—Cashiers

### -15 YEARS-

Harold Wagner—Skrip  
 Joseph Peterschmidt—Occupancy  
 Marshall Wilkerson—Maintenance  
 Helen Holterhaus—Pencil  
 Vincent Lucas—Pencil  
 Myrtle Thomas—Plastic Fab  
 Lenore Conlee—Plastic Fab  
 Norbert Harmeyer—Prod Control  
 Gladys Piper—Metal Fab  
 Floyd McMickle—Occupancy  
 Billy Schneider—Shipping  
 Irvin Moander—Engineering

### -10 YEARS-

Helen Hartley—Gold Nib  
 Robert Wehrman—Salesman

### -5 YEARS-

Ruby Colyers—Cafeteria  
 Marjorie Newlon—Service Sales  
 David Barnes—Tool & Die

Hols Produce Co. there while Monique has been employed in the IBM department at Sheaffer's since March 26, 1952.

Last January, Monique filed her application for American citizenship. About June she received notice to go to Des Moines to take her final tests for becoming a citizen. Bill Gross (Screw Machine) and his wife, Genevieve (IBM) went along with Monique to testify to her character. The law required two witnesses who have known the applicant for citizenship five years. Monique came through with flying colors and earlier this month, accompanied by the Grosses, went to Des Moines to receive her citizenship papers.

"I don't think I'll ever forget it. It was one of the most important days of my life," said Monique.

Although she's still intrigued by the newness of her adopted country, she someday hopes to get back to France again—just for a visit.

"I flew back alone two years ago to see my parents and my brother and sister but I hope my husband and I can go over together sometime for a visit," explains Monique.

## Koyne Ahlstrand Ties For First In Tourney

Koyne Ahlstrand (Credit) fired a gross 79, which with a handicap of 10 netted him a 69 that placed him in a tie for first place with Bob Knake in the Ft. Madison Country Club's August feature tournament.

Three other Sheaffer golfers finished among the leaders in the tournament which attracted a record field of 66 for the annual event.

Jim Schier (Development) posted a net 72 with his three handicap to wind-up a three-way tie for second place with Harry Schroeder and Ted Tyler. Wes Stinnett (Pen Assembly), also carrying a three handicap, posted a net 73 for sixth place while Charley Ruppert (International), with a 15 handicap, was seventh with a net 74.

## Vacation Snapshot Awards To Be Announced Soon

Last minute entries for the annual Vacation Snapshot Contest were still coming in as the August issue of the Review went to press.

As soon as all entries are received and numbered they will be turned over to the Activities Committee which will do the judging. The contest, which is open to all employees of the Ft. Madison and Mt. Pleasant plants, is divided into two classes—color and black and white—with duplicate prizes for winners in each class.

First prize in each class will be two shares of the company's Class B voting stock. Second prize winners will receive a \$10 check and third prize winners will receive \$5 each. In addition there will be five honorable mentions in each division.

After the judges have looked over the entries and made their selections, all pictures will be returned promptly to the owners. Names of winners in the annual Vacation Snapshot Contest will be carried in the September issue of the Review, along with the prize-winning photos.

## Goderich Safety Record

The Goderich plant recently passed the 200,000 hour mark without a lost-time accident.

The safety record, achieved through the joint cooperation of employees and

August, 1957

## Sheaffer Teener Ball Team Closes Season

The Sheaffer team in the Teener Baseball League wound up the season this month with a 7-1 won-lost record for the second half of the season.

Although the youngsters played good ball, they couldn't overcome the bad breaks that dogged them throughout the second half of the season. Kenny Mason (Drafting) and Ollie Schmidt (Drafting) managed the boys during the second half of the season while Larson Watts (Purchasing) guided the boys in the first half of the year.

Sheaffer employees' children playing on the team included Don Leach, son of Margaret Leach (Cafeteria); Don Harris, son of Joe Harris (Gold Nib); and Pete Wilkerson, son of Marshall Wilkerson (Maintenance).

## Sheaffer White Dots Near End of Season

The Sheaffer White Dot softball team, with one more game left before wrapping up the season, expects to wind up with a six won—five lost record for the year.

The White Dot team, which will meet the State Prison nine in the final, are hopeful to avenge the earlier defeat they suffered at the hands of the Prison Saints.

Making up the White Dot team are Walt Rippenkroeger (Polishing), Red Wilson (Metal Fab), Rosie Moore (Desk Stand), Oliver Schmidt (Drafting), Kenny Mason (Drafting), Pete James (Tool & Die), Corky Cowles (Tool & Die), Jim Page (Polishing), Leo Zumdom (Plating) and Don Stevens (Tool & Die).

## AT LEADERSHIP MEETING

Aurelia Atkinson (IBM), Lee County chapter chairman of the American Cancer Society, recently attended a leadership conference for county and crusade chairmen at the Hotel Roosevelt in Cedar Rapids.

Representatives from chapters throughout the state attended the meeting.

supervision at the Canadian plant, was marked by the presentation of a blue seal certificate to the plant by the Industrial Accident Prevention Association.

## Photo Forum

Following the company's announcement that it had hired a consulting firm to investigate possible diversification of Sheaffer's activities into other fields in addition to the writing instrument business, we asked some of our employees this question:

Into what fields would you like to see our company expand?

Here are some typical answers:

MARY USSERY (Advertising) — I think it should be something pertaining to or closely related to the writing instrument business so that we could futher utilize our present equipment and skills!



JOHN REA (Polishing) — I'd like to see us go into some type of business like our Tool & Die plant where we'd be doing work for other companies. I don't mean another tool and die plant but something where we'd do work for other companies.



JUNA E. JOHNSTON (Inspection) — I haven't thought much about it. All I've ever known has been the pen business, but I'd say anything that creates jobs and work for more people would be a good thing.



FRANKLIN COLLINS (Shipping) — I'd like to see them go into making something for television, possibly tubes or some similar line—perhaps the electronics field would be good.



MARTHA GUNTER (Gold Nib) — Cosmetics or perhaps electronics. I think the electronics field would be a better one for us to get into and perhaps easier for us to convert to.



CHARLES CAMPBELL (Plating) — Maybe making a good cigarette lighter or perhaps a cigarette case and lighter combination. Something like that would let us use most the equipment we already have available.



## FOREMEN-SUPERVISORS CLUB STAG AT EMPLOYEES' PARK

The Foremen and Supervisors Club held the summer outing at the Sheaffer Employees' Park recently with 61 members present.

Following lunch at the park, a drawing was held for two hams and a door prize. Paul Wilmesmeier (Metal Fab) won the door prize of \$15 while John Masterpole (Personnel) and Don Burch (Lab) were the lucky winners of the hams.

The committee in charge of arrangements included Paul Wilmesmeier (Metal Fab), Ed Sporkman (Engineering), Frank Warden, Jr. (Inspection) and Dale Thompson (Development).

## Bill Stemple Heads '57 Men's Bowling League

Bill Stemple (Tool Room) has been elected president of the Sheaffer Men's Bowling League for the 1957-58 season, succeeding Bob Consbrock (Engineering), outgoing president.

Other officers for the coming season are Roy Neal (Lab), vice president; and Tom Gilman (Pen Assembly), secretary.

The men will officially launch the bowling season on the clubhouse alleys Wednesday, Sept. 11 with eight teams making up the league.

## SMALLWOOD'S SON HONOR MAN AT GREAT LAKES

Ernie Smallwood (IBM) recently returned from the Great Lakes (Ill.) Naval Training Station where he attended the graduation of his son, Charles, who was named honor man for his company.

Ernie's son, a June graduate of Ft. Madison High School, was a member of the 187th Company, 141st Battalion, 14th Regiment at Great Lakes. Upon completion of his basic training he now goes to Norman, Okla. for further training before specializing in electronics.

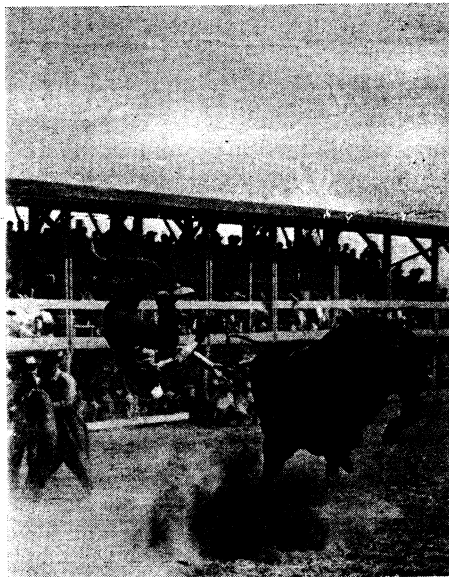
## Personnel Shifts Made In Engineering Dept.

Several personnel changes in the Engineering Dept. became effective this month.

Clint Dodds, former process engineer in the Gold Nib Dept., has been assigned to handle special engineering assignments. His former duties will be taken over by Wally Billman, process engineer in the Assembly Dept., who will handle the new responsibilities in addition to his present ones in the Assembly Dept.

Dick Davenport, former process engineer in Metal Fab, has been named to the post of tool designer. His duties will be taken over by Connie Gillett. Connie, who has been process engineer for Plastic Fab and Pencil, will continue to handle these two departments in addition to his new responsibilities.

## On The Cover



Thrills and spills by rough-riding cowboys annually draw thousands of fans to the Ft. Madison World Championship Rodeo. As an added attraction, this year's rodeo on Sept. 7-8 will feature western stars Gene Autry and Annie Oakley.

Strictly for  
*Ladies* ...

HAVING A SHRIMP FIESTA—September 18-28—is just a gay way of saying that early Fall is the time when shrimp catches are at their peak, that shrimp satisfies the bumper crops of appetites which come with the harvest and cooler weather. To celebrate the Fiesta this year, here's Broiled Marinated Shrimp. Shell and devein 1 pound shrimp; do not cook. Combine juice of 2 lemons, ¼ cup salad oil, salt and pepper, dash each of Worcestershire and Tabasco. Marinate shrimp in mixture 4 to 5 hours. Roll in ¾ cup fine dry bread or cracker crumbs. Broil 5 minutes on one side; turn and broil 3 to 5 minutes on other side, or until shrimp turns pink. Makes 2 or 3 servings.

\* \* \*

A GOOD LETTER IS GOOD TALK, according to letter-writing experts, who've found that the best letters contain simple, everyday words. The experts advise to write as you would talk to a friend. "This helpful hint is one of many published in a little book called "10 Minutes to Better Letters and Reports." You may get a free copy by writing: Dept. JWT, Thomas A. Edison Industries, McGraw-Edison, West Orange, N. J.

\* \* \*

APPLE CRISPS served with tiny link sausages make a delectable brunch or supper snack. For the crisps, trim crusts from eight slices of enriched yeast-raised bread. Spread lightly with butter. Place four slices in a buttered 8-inch square cake pan. Spread the slices with applesauce. Top with remaining slices, buttered side up. Combine ½ cup shredded coconut, ⅓ cup brown sugar and ½ tsp. Cinnamon. Sprinkle mixture over the bread. Bake at 400 degrees (hot oven) for 10 minutes. To serve, cut each "sandwich" in half diagonally.

\* \* \*

PLANNING A FALL WEDDING? Be prepared. Weddings cost money, and custom dictates it's the bride's family who foot most of the marriage bill. For those who find wedding costs have increased faster than their savings for it, a solution is to consider discussing a personal loan with a banker. Some families are already saving for a June wedding next year by opening special "wedding accounts" or joining "honeymoon clubs" at their local banks this Fall.

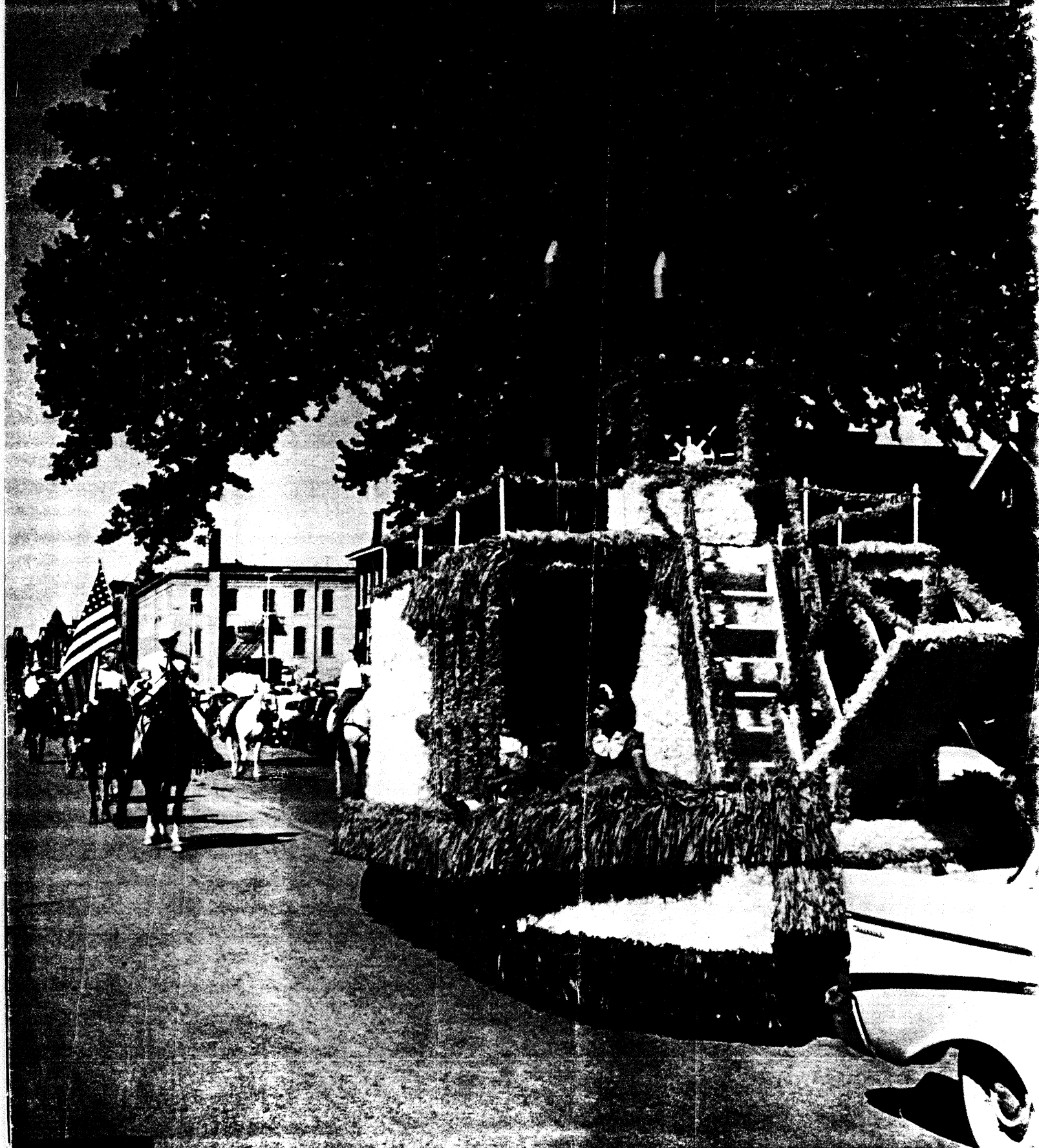
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Sheaffer's Review



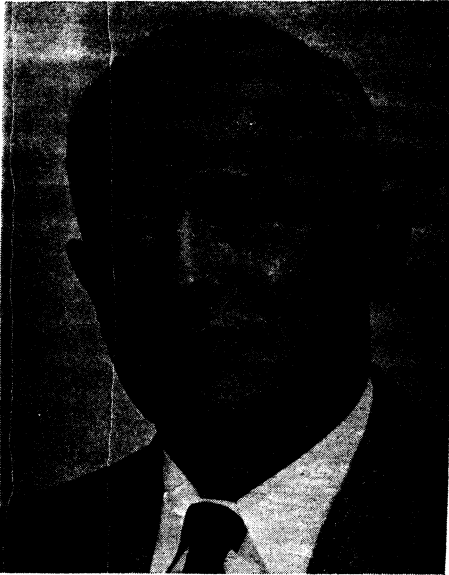
# SHEAFFER'S *Review*

THIRTY-NINTH 1957



## F. B. Wallis Gets New International Post

Frank B. Wallis, assistant superintendent of manufacturing has been named manufacturing manager for the company's International Division, John D. Sheaffer, vice president in charge of International Operations, announced.



Frank B. Wallis

In his newly created post, Mr. Wallis will coordinate the company's international manufacturing operations and related processes with those of the parent company in Ft. Madison, where he will make his headquarters. Sheaffer now has manufacturing plants in Canada, Australia and Holland, a sales and service organization in England and Skrip bottling operations throughout the world.

### International Expansion

"As our expansion in the international market continues," Mr. Sheaffer said, "close coordination of manufacturing processes will play an increasingly important part of operations planning."

Mr. Wallis, a native of Ft. Madison, Iowa, joined the pen company as a cashier in June, 1921. He became an inspector in the pen assembly department in 1923, manager of the department in 1927 and manager of the shipping, receiving and warehouse departments in 1933. In 1942 he was promoted to assistant superintendent of manufacturing.

## Goderich Employees Bid Farewell To L. H. Black

All employees of the Goderich plant gathered together in the plant cafeteria Friday afternoon, Aug. 16 to bid farewell to Leon H. Black who became executive vice president of the parent company in Ft. Madison on Sept. 1.

A framed parchment scroll expressing the appreciation of the plant's employees for the direction, loyalty and leadership of Mr. Black was presented to him by John Scott on behalf of the employees. The scroll was signed by each employee of the Canadian company. In addition, the employees presented Mr. Black with a handsome leather brief case as well as a hammered copper tray and matching crystal glasses for the Blacks' new home in Ft. Madison.

Mr. Black, in his farewell address, said the scroll was one of the finest tokens of appreciation that he had ever received. He assured the employees that it would serve as constant reminder of the loyalty, cooperation and fine spirit of the Goderich plant's employees.

That evening, the Men's Club held a farewell dinner for Mr. Black at McKay Hall.

Clyde E. Everett, who went to Canada with Mr. Black in 1953 as general sales manager and subsequently became sales vice president, took over the presidency of the Canadian plant from Mr. Black.

## Penmen Dig, Dig, Dig Well Alright . . . . .

Eighteen willing and eager raw recruits from the Penmen's Club at the Canadian plant rounded up shovels and went to work recently excavating a cellar for Art Allen's new lakefront home.

Although the project produced some sore backs and stiff muscles, all were on hand for work the next day. The project netted the Penmen's Club \$30 and side-walk superintendent Bert Robinson, president of the club, was so pleased with the job that he's looking for other contracts—at a nominal fee, of course.

## Renate Veit Gets Her American Citizenship

For most Americans, citizenship comes the easy way but for pretty, dark-haired Renate Veit (Organization & Planning) it came by choice.

On September 9, with 107 other foreign-born men and women, she renounced her German citizenship and swore allegiance to the United States before U. S. District Judge Edward Hicklin in ceremonies at the Federal Building in Davenport.

"I think it was wonderful. It was one of the happiest days of my life," she said.

Born in Neckarsulm, Germany, near Munich and Manheim, Renate was the only girl in a family of four boys. Together with her brothers she attended the local schools where English was taught in the fourth grade.

"I didn't like studying English," she recalled, "and gave it up until later."

### War Intervened

But her later schooling was interrupted by World War II. As Allied bombers moved across Germany, their paths crossed Renate's little village.

"Often we used to stand on the porch and count the bombers but my mother would make us come inside and go into the cellar," she said.

And lucky that Renate's mother insisted on this for ultimately a bomb razed the house, showering debris on the mother and children huddled in the cellar. Her father, like most other Germans, had been drafted into the army.

"When the water pipes broke and began pouring water into the basement we climbed out the windows after the planes passed. From that time on, we went to live with an aunt who lived on the outskirts of town," Renate recounted.

"My father was killed in the war and we lived with my aunt until 1950 because my mother had died shortly after the war. One day two ladies came to visit us and asked if we would like to go to America. We were very excited and anxious to see America. Finally, arrangements were made for my two younger brothers and me to go," she recalled.

Although Renate was only 12 years

*(Continued on page 6)*

*Sheaffer's Review*

# Goings On . . .



U.S. District Judge Edwin R. Hicklin congratulates Renate Veit (Organization & Planning) upon becoming a citizen of the United States. Renate, a native of Germany, received her final citizenship papers from Judge Hicklin in Davenport.



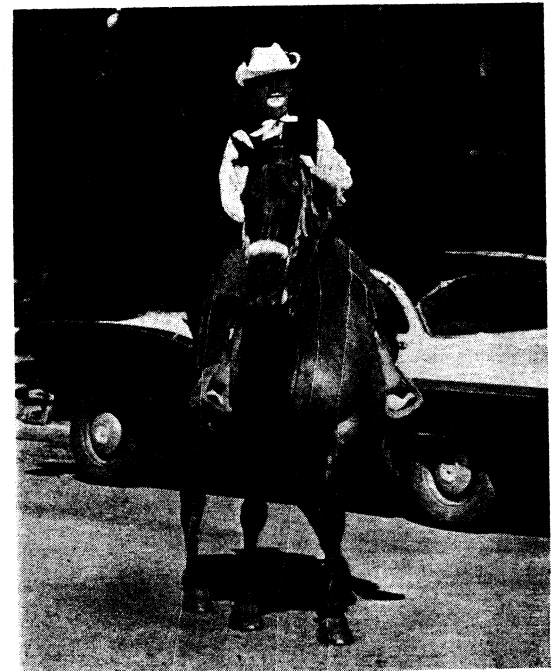
Attractive daughters of two Sheaffer employees helped convince the Rodeo parade judges that the Rotary Club's rated second place in the float competition. Riding atop the float are Kelly McCabe (l), daughter of John McCabe (Purchasing), and Diane Foster (r), daughter of John Foster (Production Planning).



A group of employees from the Tool & Die plant put the finishing touches on the Activities Committee float which won third place in the annual Rodeo parade. L-r are: Red McFarland, Willard Phillips, (standing on float), Jay Jost, Al Christy, Dave Hauck, Oren White, Rollin Hancock, Ed McKiernan and Tommy Gunn.



Department manager Earl LaLone (Pencil) makes the presentation of a traveling bag to Millie McCabe (Pencil) on behalf of Millie's co-workers in the Pencil Department. Millie is moving to Arizona where her husband was recently transferred.



One of the queen candidates at the Ft. Madison World's Championship Rodeo was Janet Cruickshank (Pencil). Janet was sponsored by the Ft. Madison Saddle Club.

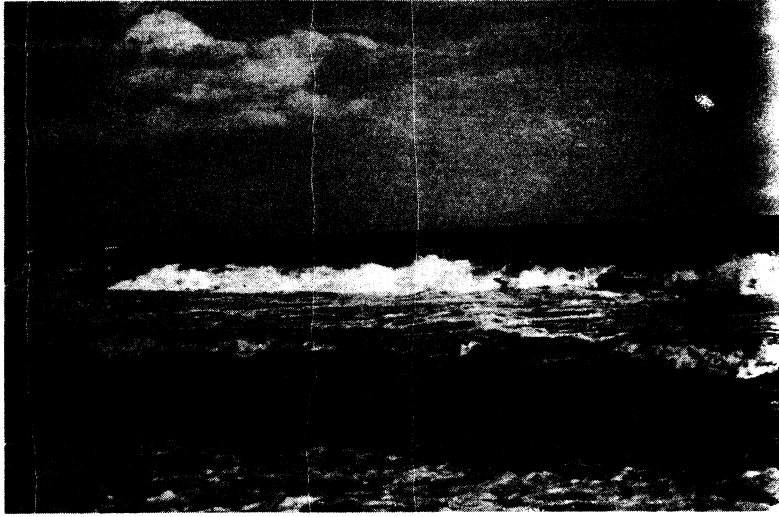
An aerial view of the Jefferson Memorial by Lyle Box (Sales Correspondence) captured first prize in the color division of the Fifth Annual Vacation Snapshot Contest while a shot of a youngster getting a bite while fishing in a Minnesota lake took top honors for Bud Weiser (Production Planning) in the black-and-white class.

Each of the first prize winners received two shares of Sheaffer Class B voting stock.

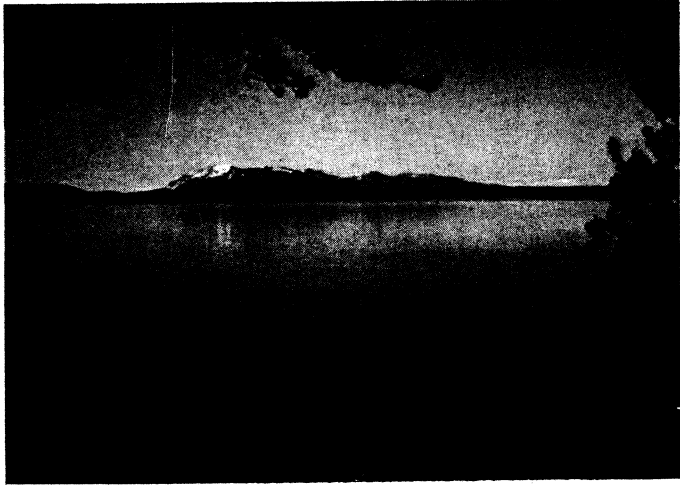
Waunita W. Hobbie (Mt. Pleasant) won second prize of \$10 and an honorable mention in the color class while Charlotte Patton (Service) captured second place and an honorable mention in the black-and-white division in addition to an honorable mention in the color class.



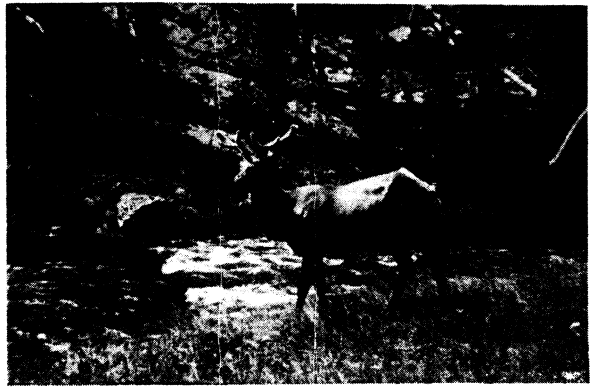
FIRST PRIZE—Lyle Box (Sales Correspondence)



SECOND PRIZE—Waunita W. Hobbie (Mt. Pleasant)



THIRD PRIZE—Richard D. Masters (Tool & Die)



Honorable Mention—Charlotte Patton (Service)



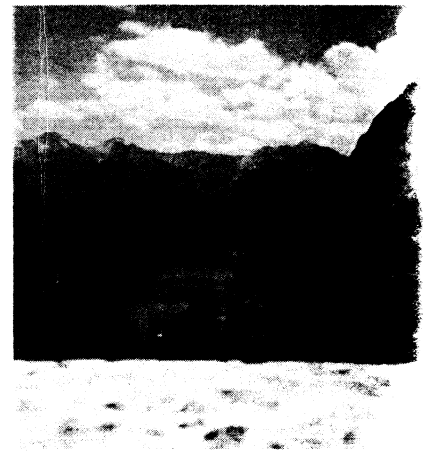
Honorable Mention—Waunita W. Hobbie (Mt. Pleasant)



Honorable Mention—Emma Cox (Pencil)



Honorable Mention—Audrey Edlen (Order)



Honorable Mention—Jeanette Lerche (Prod

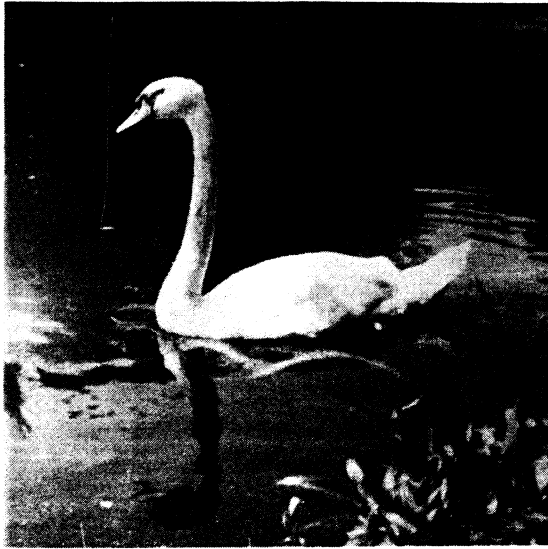
# on Snapshot Contest

## Black and White

Third prize of \$5 each went to Reta E. Piatt (Mt. Pleasant) for her black-and-white entry and Richard D. Masters (Tool & Die) for his fine color shot of a glacier lake.

Other honorable mentions in the color group went to Emma Cox (Penci), Audrey Edlen (Order) and Jeannette Lerche (Production Planning). In the black-and-white class, honorable mentions went to D. W. DeVol (Engineering), who captured two HM's; Bill Grigsby (Stockroom), and Edwin H. Martin (Tool & Die).

Members of the Activities Committee served as the board of judges in this year's contest which drew an all-time record of 136 entries in the two classes.



THIRD PRIZE—Reta E. Piatt (Mt. Pleasant)



FIRST PRIZE—F. D. Weiser (Production Planning)



SECOND PRIZE—Charlotte Patton (Service)



Honorable Mention—Bill Grigsby (Stockroom)



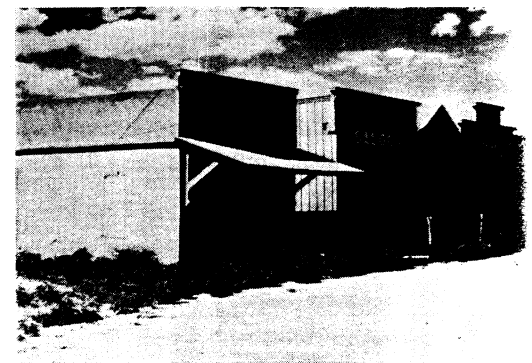
Honorable Mention—Charlotte Patton (Service)



Honorable Mention—D. W. DeVol (Engineering)



Honorable Mention—Edwin H. Martin (Tool & Die)



Honorable Mention—D. W. DeVol (Engineering)

# SHEAFFER'S

## REVIEW

Vol. 10 September No. 9

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories  
Fort Madison, Iowa, U.S.A.

Fineline Division

Mt. Pleasant, Iowa, U.S.A.

Canadian Office and Factory,  
Goderich, Ontario, Canada

Australian Office and Factory  
Melbourne, Australia

International Division

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - RAY PETERSON

## Sheaffer's Float Wins First and Third Place

A replica of an old time Mississippi River paddlewheeler won first prize for the Activities Committee in the Nauvoo Grape Festival parade and third prize in the Ft. Madison Rodeo parade.

Built by employees of the Tool & Die plant, the gaily decorated float was complete down to the paddlewheel which turned as the float moved along the parade route. Its smokestacks were built to resemble two big Sheaffer Snorkel pens.

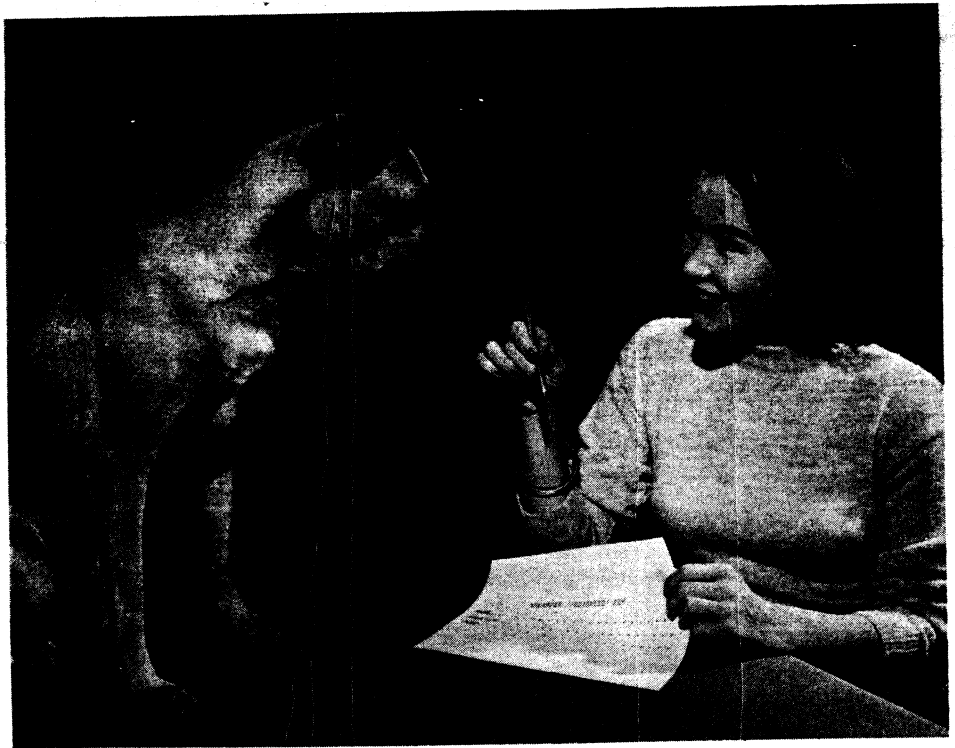
Youngsters of several of the Tool & Die plant employees who participated in the building of the float road aboard it in the Ft. Madison parade. They included Sandra McKernan, daughter of Ed McKernan; Debbie and Pamela White, daughters of Oren White; Pauline Jost, daughter of Jay Jost; David and Tommy Hauck, sons of Dave Hauck; and Kathy Sorenson, daughter of Kenny Sorenson.

### Gets U. S. Citizenship

*(Continued from page 2)*

old at the time, she was among the older children aboard the plane.

After a three-month stay in New York, Renate and her two younger brothers were transported to St. Paul, Iowa, where they lived with a family on a nearby farm. Renate's two brothers still live there but the attractive German-born girl landed a job at Sheaffer's a year ago and moved to Ft. Madison.



Acey, a pup without a pedigree, looks enviously at the latest in writing instruments—Sheaffer's "Registered White Dot" retractable ballpoint pen. Each of the limited blueblood ballpoint pens, unlike Acey, has a pedigree since it is registered with the manufacturer at the time of purchase. The writing unit of the new "Registered White Dot" ballpoint is propelled and retracted through pressure on the cap itself, rather than on a button atop the cap.

## DELUXE SHEAFFER 'REGISTERED WHITE DOT' BALLPOINT PEN IS ADDED TO LINE

A de luxe "pedigreed" ballpoint pen whose purchasers' names will be registered by the manufacturer has just been introduced by the Sheaffer Pen Company.

The new ballpoint is named "The Registered White Dot." It will be available in limited supply, president Walter A. Sheaffer II disclosed in announcing the newest addition to the Sheaffer line.

"This will be the first retractable ball point to bear the well-known White Dot carried by Sheaffer Snorkel fountain pens," he said. "It will be sold only in limited numbers at fine stores."

The writing unit of the new ballpoint is propelled and retracted through pressure on the cap itself, rather than on a button atop the cap. Elimination of the button provides a free, flowing design in keeping with the high style of the new pen, according to Mr. Sheaffer.

### Limited Production

Distribution must be limited, he explained, because the new ballpoints are precision hand-crafted by a few highly skilled workers. Production is based on a ratio of one pen to every three dealers.

"We could mass-produce the new ballpoint," he pointed out. "But that would defeat our purpose of providing

an exclusive, hand-produced quality writing instrument that should make an ideal gift for the 'special' people on most Christmas gift lists."

Each "White Dot" ballpoint will be numbered and registered at the company's main office in Fort Madison. Dealers will send the names and addresses of purchasers to the factory where a record of the purchase will be kept for guarantee purposes.

The new ballpoint will be available in two models, a gold-filled model at \$15, tax included, and a jewelry-finish chrome steel model at \$10. Although the ballpoint will be in limited supply, the recently introduced sterling silver refills for it will be readily available.

*Sheaffer's Review*

# Strictly for Ladies ...

Don't let your budget prevent you from being a hostess who invites the mostest. Yeast-raised cakes are a boon—fun to make, delicious to eat, and they fill a large crowd handily and inexpensively. Try some of these light yeast-raised doughnuts (the fresher the better). Serve with coffee for an afternoon or evening get-together.

## RAISED DOUGHNUTS

- 3 medium potatoes
- 2 cups boiling salted water
- ¾ cup sugar
- 1 teaspoon salt
- About 6 cups sifted enriched flour
- 1 package or cake yeast, active, dry or compressed
- ¼ cup warm, not hot, water (lukewarm for compressed yeast)
- ½ cup soft margarine or butter
- 2 eggs
- ½ teaspoon nutmeg (optional)

Peel potatoes and cook in boiling salted water until tender. Drain off water reserving 1 cup. Pour water into a large mixing bowl. Stir in sugar, salt and 1 cup of flour. Beat until smooth. In a small bowl measure ¼ cup water (warm, not hot, water for active dry yeast; lukewarm water for compressed yeast.) Sprinkle or crumble in yeast. Stir until dissolved, then beat into batter. Cover with a cloth and let rise in a warm place, free from draft, until bubbly.

Meanwhile, mash hot potatoes in pan in which they were cooked. Measure 1 cup; return to saucepan. Beat in margarine or butter, eggs, and nutmeg. When batter is full of bubbles, stir in potato mixture and remaining flour or enough to make stiff dough. Turn dough out on a floured board and knead 8 to 10 minutes or until dough is smooth and elastic. Place in a greased bowl, and brush top of dough with soft or melted shortening. Let rise in warm place, free from draft, until doubled in bulk. Punch down dough, cover bowl and store in refrigerator.

About 2 hours before serving time, remove dough from refrigerator. Cut in half. Roll each half ⅓" thick on floured board. Cut with a doughnut cutter or into 2-inch squares with a sharp knife. Place doughnuts on a floured board, cover with a cloth and let rise in a warm place until light and doubled in bulk. Slip doughnuts into deep fat heated to 365° F. As soon as they rise to the top, turn with a long-handled fork to brown on other side. Drain on absorbent paper toweling. Coat doughnuts with sugar by shaking a few at a time in a paper bag containing about ½ cup sugar. Makes 4 doz.

September, 1957

## White Dots Turn Back Prison Saints 8 To 7

A homer by Walt Rippenkroeger (Polishing) with one man on in the ninth inning gave the Sheaffer White Dots an 8-7 victory over the Iowa State Penitentiary's Prison Saints in the annual "away" game at the Employees' Park.

The White Dot victory avenged an 8-2 setback in the opening game of the season against the Saints on the latter's home diamond.

The White Dots trailed 7-6 going into the ninth. Bud Metzinger (Inspection) walked and Walt homered to clinch the game by a slim one run margin. The White Dots collected nine hits while the Saints got 13.

Unofficial "outfielders" included a number of armed guards posted strategically to discourage any of the Saints from following long hit balls. Special ground rules set up for this annual game make any ball that is hit beyond the floodlights an automatic home run. That eliminates the necessity of any of the Prison nine chasing long hit balls—or of the guards chasing any of the Saints' outfielders who forget to come back.

## WOMEN'S TRAVEL CLUB TO VISIT BOYS' TOWN

Officers of the Sheaffer Women's Travel Club are tentatively making plans for a weekend visit to Boys' Town, Omaha and the Earl Mays Nursery at Shenandoah, Iowa.

The group expects to leave from the plant early Saturday morning, October 19 for Omaha where they will spend the weekend. While there they will visit Father Flanagan's Boys' Town just outside of Omaha. The committee is also investigating other interesting spots and activities that would be of interest to the group.

On the return trip to Ft. Madison the club plans to stop at the Earl Mays Nursery at Shenandoah, Iowa to see the acres of Chrysanthemums which will be at the peak of their color cycle about that time.

## Bowling Season Underway

The Men's and Women's Bowling Leagues got underway early this month on the Sheaffer Clubhouse alleys.

## Fred Foehring Revisits Birthplace in Germany

A dream that he had dreamed for 34 years became a reality for Fred Foehring (Gold Nib) when he returned recently to his birthplace in Germany.

Fred and Mrs. Foehring sailed aboard the North Germany Lloyd liner "Berlin" on June 29 and docked at Bremen 10 days later. From there they went to Mrs. Foehring's home in the Black Forest.

"It was the first time I had been to my wife's home and it was certainly beautiful in the Black Forest," he commented.

After a brief visit there, Fred and his wife visited Austria and took a chair lift ride through the Austrian Alps. Later they spent several days taking pictures in Switzerland. From Switzerland, the couple went to Ludwigshaven, up the Rhine, to Dusseldorf and then to Fred's home in Moesbach.

"The town was almost twice as big as when I left," Fred declared. "The scenery was about the same, however, with the exception of the trees which seemed so big in comparison with when I left Moesbach."

During his two-month stay in Germany, Fred had an opportunity to visit many parts of Germany and to observe the German people at work.

"Germany is prospering but only in the western part," he observed. "Most of the bombed-out buildings and factories have been demolished or rebuilt. There is very little evidence of war. In some places within the next two or three years not a speck of war damage will be left."

Things, however, are not so bright and sunny in the Eastern zone of Germany, Fred said.

"From talking to some people who had just come over from the East Zone, I learned that they still have ration cards for such things as meat, potatoes and bread. Even the meat there is wrapped in newspaper because they don't have regular wrapping paper," Fred said.

Most Germans in the West Zone feel that without American help they could not have gotten back on their feet as quickly as possible, he said.

Fred and Mrs. Foehring returned aboard the liner "Berlin" which docked in New York Sept. 6.

Bulk Rate  
U.S. POSTAGE  
**PAID**  
Ft. Madison, Iowa  
40PERMIT No. 12

**AMATEUR RADIO OPERATORS  
TAKE PART IN EXERCISE**

Five amateur radio operators from the Ft. Madison and Mt. Pleasant plants took part in the Mississippi Valley Amateur Radio Club during an emergency around-the-clock radio communication test sponsored by the American Radio Relay League.

Participating in the demonstration which was held on a farm just outside of Niota, Ill., across the river from Ft. Madison were John Mansheim (Maintenance), Jim Bailey (Maintenance), Jim Yeast (Accounting), Ed Gillett (Mt. Pleasant) and Scuffy Scarff (Maintenance).

The group made 325 contacts with amateurs operating in 42 other states as well as in Mexico, Canal Zone, Puerto Rico, Hawaii, French Morocco, Germany, Canada, Alaska, the Dominican Republic and Peru.

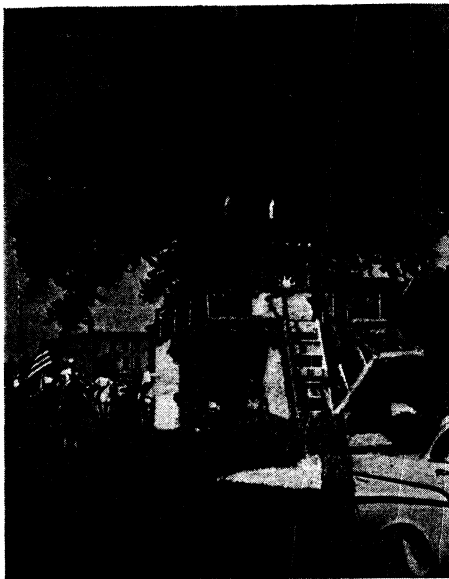
**UNUSUAL FILM SCHEDULED  
FOR SHOWING ON OCT. 9-10**

A colorful, humorous animated film "The Story of Creative Capital," which tells the story of what capitalism is, where capital comes from and what it does, will be shown to employees during the noon hour Wednesday and Thursday, Oct. 9-10 in the third floor auditorium of the main plant.

The sprightly cartoon characters and gay music will help to explain the role of capitalism in the American business system in a way that will appeal to everyone. You'll enjoy meeting Alf the Elf, who puts people to sleep for 20 years, and Rick Van Winkle, who desperately wants to be a "capitalist." (Confidentially, he already is.)

The animated cartoon, produced by the du Pont Company, has been widely acclaimed by audiences throughout the United States where it has been shown.

*On The Cover*



The Activities Committee's float, built along the lines of an old time Mississippi River paddle-wheeler moves along the parade route during the annual Ft. Madison Rodeo parade. Riding aboard the float are Debbie White (l), daughter of Oren White (Tool & Die), and Pauline Jost, daughter of Jay Jost (Tool & Die). The float captured third place in the rodeo parade and first place in the Nauvoo Grape Festival.

**Two Unusual Groups  
Tour The Main Plant**

Two unusual groups toured the plant this month to get a first hand picture of the manufacture of quality writing instruments.

One group of approximately 100 guests from all parts of the United States arrived aboard the "Delta Queen," an old-time paddle wheel steamboat from Cincinnati, Ohio. The "Delta Queen," enroute down the Mississippi from St. Paul on the return trip to Cincinnati, stopped for several hours at Riverview Park to take on supplies. The stopover, scheduled several months in advance, gave passengers an opportunity to tour the plant.

The second group consisted of 38 rural youth leaders who are touring 12 Iowa industrial plants during the Seventh Annual Iowa Farm Youth Tour. Purpose of the tour was to show the farm youth of the state the vital interdependence between farm and factory in Iowa.

*Service Anniversaries*

**— 30 YEARS —**

Ernest Neil—Pen Assembly

**— 20 YEARS —**

Harry McCannon—Tool  
Aileen Delores Smith—Sales  
Maurice Weaver—Shipping

**— 15 YEARS —**

Harold Mehl—Inspection  
Harold Staaf—Metal Fab  
Marion Van Ausdall—Pencil  
Mildred Saddler—Plastic Fab  
Mary Strobe—Plastic Fab  
Leslie Akers—Plating  
Enilene Zern—Screw Machine  
Albert Schneider—Service  
Ralph Gibbs—Stock & Wholesale

**— 10 YEARS —**

Robert Rhode—Laboratory

**— 5 YEARS —**

Nina Flynn—Pen Assembly  
Shirley Logue—Pen Assembly  
Wm. Cooper—Club House  
Alta Grimes—Engineering  
John Kite—Maintenance  
Nellie Pundt—Metal Fab  
Ruby Burdette—Pencil  
Helen Kokjohn—Pencil  
Cora Schlagel—Accounting  
Audrey Edlen—Gen. Adm. Operating  
Norma Ballard—IBM

**Goderich Plant Has  
Entertainment Nite**

The activities Committee at the Goderich plant sponsored an entertainment night for employees at the McKay Hall.

The program included bingo, snacks and dancing to the music of McQuire's Band.

Members of the committee are now working on plans for the annual Christmas party for employees and their families.



SHEAFFER'S  
*Review*



# SHEAFFER ENTERS ELECTRONIC FIELD WITH ACQUISITION OF THE MAICO COMPANY, INC.

Expanding its operations into the field of electronics, Sheaffer's announced the purchase of the Maico Company, Inc., of Minneapolis, maker of hearing aids and miniature electronic devices.

The formal announcement of Maico's acquisition under Sheaffer's announced policy of expansion and sound diversification was made Nov. 7 at press conferences held simultaneously at Minneapolis and Chicago. W. A. Sheaffer II, president of the Sheaffer Pen Company, and Leland A. Watson, chairman of the board and president of Maico, represented the two companies at the Chicago press conference, while Leon H. Black, executive vice president of Sheaffer's, and Raymond G. Woolever, executive vice president of Maico, made the announcement to the press at Minneapolis.

The Maico Company, fourth in domestic sales of hearing aids and a leader in manufacture of electronics for medical use, will function as a Sheaffer subsidiary under the new name of Maico Electronics, Inc. Maico will continue to operate in Minneapolis with its present administrative, production and sales personnel.

Mr. Sheaffer said "our new subsidiary is a precision manufacturing company like Sheaffer's. Additionally, its excellent research and development record indicates an ability to produce electronic consumer items that can be merchandised in much the same way as quality writing instruments."

## Maico Founded In 1935

The Maico Company was founded in 1935 by Mr. Watson, who will continue as chief executive of the Sheaffer subsidiary. Since its founding Maico has grown steadily in the field of miniature electronics.

Its line includes—in addition to hearing aids—magnetic recording heads for tape recorders, electro-acoustic civilian and military devices, medical instruments such as electronic stethoscopes, and control instruments for automatic equipment. Maico leads the nation in sales of audiometers, an electronic instrument used by doctors, schools and industry to test hearing.

Mr. Watson said "Maico's association with Sheaffer's provides working capital and merchandising know-how that should accelerate its growth and help the electronics company achieve its great potential, particularly in miniature electronics."

## On The Cover



President W. A. Sheaffer II signs the final papers by which the Sheaffer Pen Company acquired the Maico Co., Inc. while Maico's president Leland A. Watson (l) awaits his turn. Acquisition of the Minneapolis electronics company, which manufactures hearing aids and miniature electronics, is part of Sheaffer's policy of expansion and sound diversification. The new subsidiary will be known as Maico Electronics, Inc.

Maico's president also explained that "our relationship with the nation's leading pen maker gives us greater financial stability, resources for a more vigorous research and development effort, and the merchandising skills that have made Sheaffer's the domestic leader in sales of handwriting instruments. It puts Maico on the threshold of its greatest progress."

## Maico Sales Top \$4,000,000

Maico sales for the past 15 years have risen steadily from \$448,446 in 1942 to \$4,131,981 last year, the company's president said. Sales of Maico hearing aids are handled through more than 400 franchised dealers throughout the world.

"Backed by Sheaffer's marketing experience, we hope to garner a much greater share of the fast-growing hearing instrument market," Mr. Watson said. "We have pioneered in this field, developing the first wearable vacuum tube type hearing aid to receive American Medical Association acceptance and producing—in 1953—the first all-transistor, tubeless hearing aid."

The Minneapolis subsidiary, which has about 70 engineers and technicians among its 260 employees, presently sells about 15 per cent of its production to the military, Mr. Watson said.

"We sell in all countries except those behind the Iron Curtain," Mr. Watson said, "and we have reason to believe there are a few Maico hearing aids there too."

He reported that Maico is the best known and leading seller among the American manufactured hearing aids in Europe and Latin America. Because of the strong European market, a manufacturing subsidiary was established in Hamburg, Germany.

# Goings On . . .



President W. A. Sheaffer II (center) presents a solid gold desk pen set to Delbert De Vol (second from left) (Engineering) upon completion of 30 years of service with the company. Also receiving the 30 year service awards are Dorothy Merschman (l) (General Files), Stan Shepherd (second from right) (Sales) and Ernest Neil (r) (Pen Assembly).



Veteran salesman Dave Livingston (l) inspects the solid gold desk set presented to him by Hugh Green (r), Southern district sales manager, at a recent sales meeting in Richmond, Va. Charles P. Nicholai (center), assistant sales manager, extends congratulations to Dave upon completion of 30 years with Sheaffer's.



W. K. Olson (r) (Patent Research) and Fred T. Williams (l), whose law firm handles Sheaffer's patent work, disembark from a KIM Royal Dutch airliner at New York's International Airport after returning to New York from a European business trip.



Awards in the annual Vacation Snapshot Contest for Sheaffer employees are distributed to the winners by Powell Taapken (center), chairman of the Activities Committee which judged the photo contest. Powell is shown presenting the first prize of two shares of Sheaffer's Class B voting stock to Lyle Box (Sales Correspondence) who captured top honors in the color division. Other winners pictured left to right are: Charlotte Patton (Service), Jeanette Lerche (Production Planning), Emma Cox (Pencil), Audrey Edlen (Order Handling), Delbert De Vol (Engineering), Bill Grigsby (Stockroom), Ed Martin (Tool & Die) and Dick Masters (Tool & Die).



World Series fans keep abreast of the latest developments in the series during the lunch hour period via a special television setup in the auditorium of the main plant.

A. C. Allyn (l), chairman of the Midwest Stock Exchange, and James Day, president of the Midwest Stock Exchange, look over Sheaffer's exhibit in the lobby of the exchange. Mr. Allyn is also chairman of A. C. Allyn Co., specialists in the trading of Sheaffer stock.





President W. A. Sheaffer II (foreground) was on hand to renew acquaintances with many of the retired employees who turned out for the fourth annual retired employees reunion at the Sheaffer Clubhouse. Pictured here are l-r Clara Zimmerman, Pete Jungbluth and Bill Kiehne.



With the World Series in full swing, many of the retired employees concentrated in the TV room where they could keep an eye on the game between conversations. Watching the Braves clinch the series are l-r Walter Martin, A. A. Zuber, vice president-manufacturing and engineering; Bill Gillett, Pete Jungbluth and Mrs. Jungbluth.



Mrs. V. Sharp (r) is engaged in conversation during the annual luncheon.

Ninth inning action in the final game of the World Series captivates the attention of these retired employees who watched the game from the TV sidelines at the clubhouse. L-r are William F. Heising, Al Howard, Bill Kiehne, Elmer Morgan and Enoch Martin.



A group of the ladies who attended the annual luncheon get together to reminisce about former days at Sheaffer's. L-r are Mr. Elmer Morgan, Mrs. William Gillett, Clara Zimmerman, Emma Hawk, Mary Muerhoff and Clara Gullick.

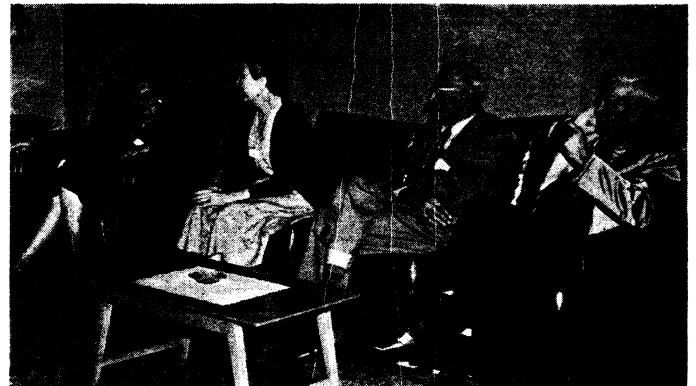
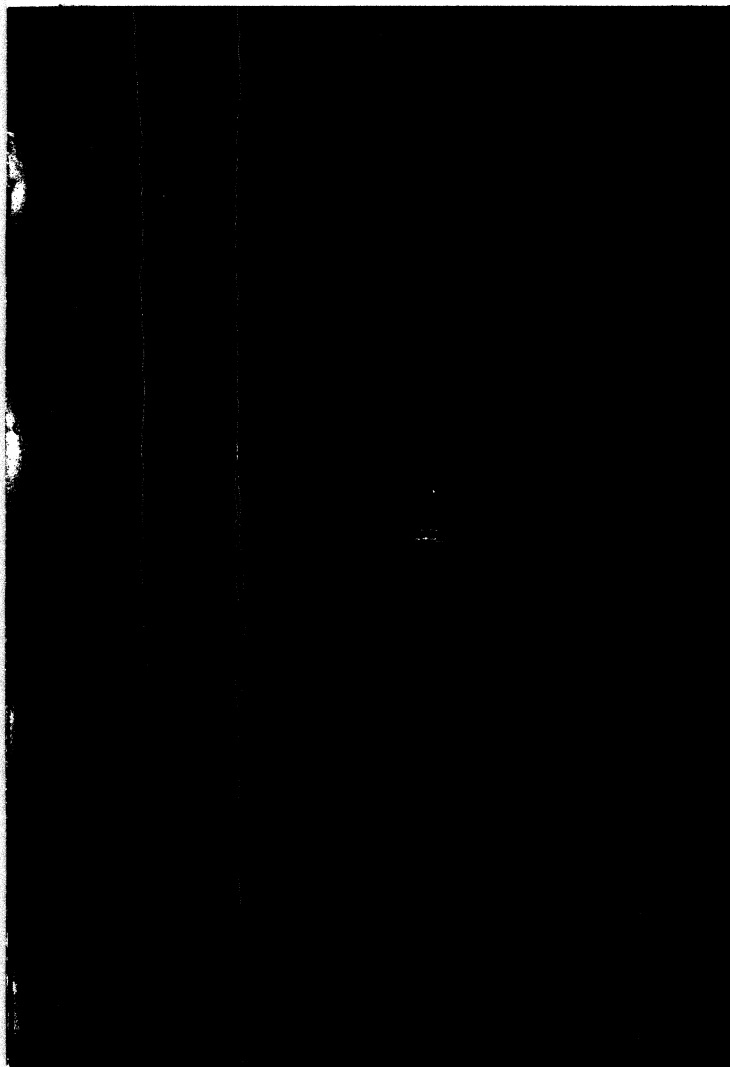
# d Employees Reunion



n Kress (l) and Mrs. Harry  
r to be engrossed in ser-  
s in this picture taken at  
ion of retired employees.



Some of the retired employees and guests who attended the fourth annual retired employees reunion at the Sheaffer clubhouse pose for a group shot. The outing, originally scheduled to be held at the Employees' Park, was shifted indoors due to cold weather.



Another group which took time out to watch the final innings of the World Series on the clubhouse TV set included l-r Mamie Kottmer, Ella Simmons, Harry Sharp and A. P. Green.



Relaxing after lunch at the Sheaffer clubhouse, this group of retired employees includes l-r Mary Muerhoff, Clara Gullick, Goldie Randolph and Emma Hawk.

## Canadian Plant Plans Christmas Parties

Plans for the traditional Christmas parties at the Goderich plant are already well underway.

The Activities Committee met recently and selected Wednesday evening, Dec. 18 as the date for the children's Christmas party and Friday evening, Dec. 20 for the employees' party.

Additional plans are being worked out by Activities Committee president Reg Huckins, Joan Morris, Yvonne Anstay and the manager of the Goderich Pavilion when the parties will be held.

The Pavilion management is trying to obtain the services of one of the top bands in nearby London to provide music for dancing during the evening. In addition, food will be served at the Pavilion for those wishing midnight supper or a snack during the evening.

Tickets for the employees' party may be obtained from any member of the Activities Committee.

## W. A. Sheaffer II On U.S. Chamber Group

President W. A. Sheaffer II was re-appointed recently to the U. S. Chamber of Commerce's committee on government expenditures—often described as the Chamber's "Treasury watchdog."

Mr. Sheaffer was one of 38 outstanding business and industrial leaders re-named to the committee which will analyze federal budgets and operations with a view toward specific economy proposals and better congressional controls over the national budget.

## Hauck, Yeast and Hug Elected To Council

Three Sheaffer employees won offices on the City Council in their first venture into the political arena.

The three successful candidates for the Council are John Hauck (Gold Nib), Jim Yeast (Accounting) and Dave Hug (Engineering). They will serve two year terms.

Jim won the second ward seat to which his father was elected in 1945 while John, who ran unopposed, took over the fourth ward seat vacated by Gordon Lane (Accounting). Dave bested a former mayor and veteran political figure by a wide margin to gain the third ward Council seat.

The three will take office, together with other members of the City Council, on January 2.

## Travel Club Officers Re-elected For 1957-58

The Sheaffer Women's Travel Club held its annual meeting and reelected the present slate of officers for the 1957-58 season.

Ethel Krebill (Lead) was reelected president of the group, Florence Proenneke (Lead), vice president; Margaret Feldbauer (Plastic Fab), secretary; and Katherine Tebbs (Service), treasurer.

The meeting was held recently following the group's trip to Boys' Town and Omaha. A total of 31 made the trip to Omaha where they also visited the newspaper plant of the Omaha World-Herald, attended Church services on Sunday morning at nearby Boys' Town and then toured Omaha.

## A 'Write' Christmas

In recent years, due to the increased tempo of living, many of us have turned to the practice of using printed Christmas cards—even to the extent of having the sender's name imprinted.

We send someone else's trite message instead of taking a few minutes to make it sincere with our own personal greeting. We seldom take time to even personalize the printed card with our own signature. Yes, occasionally a few still pen a short message on a card to a close friend, but for most, even that is lost in the feverish pace of pre-Christmas activities.

Yet from a purely selfish standpoint, we in the writing instrument business, should be the last to adopt that practice for obvious reasons. This year, why not give your Christmas greeting that warm touch with the handwritten word that makes it personal and sincere.

Recently, a friend mentioned that this Christmas he and his wife were going to find a card without the usual verse on it and write their own greetings over their own signatures. Certainly, it takes more time, but think how much more you—as the recipient—would value such a Christmas card bearing a personal message. And think too, what this could mean if we, who make our living by the manufacture and sale of writing instruments, would encourage others by our example to return to the written, personalized message at Christmas.

Let's put the personalized touch back in our cards again—and make Christmas what it should be—a "write" Christmas.

## SOS Sends Sheaffer To Queen's Signing

A Sheaffer solid gold Masterpiece Snorkel fountain pen reached majestic heights recently during the visit of England's Queen Elizabeth to New York City.

When the managers of the Empire State Building discovered Her Majesty had been invited by the building's owner, Col. Henry Crown, to visit the observation tower of the world's tallest building and sign the guest book, they put in a call to the Empire State Pen Shop on the building's ground floor to obtain "the most luxurious pen available."

Minutes later the 14-karat gold Sheaffer Snorkel fountain pen was resting beside the guest book, ready for Her Majesty's use in what was probably the highest recorded signing by any monarch.

## Leon Lewis Honored

Leon Lewis (Production Control), who recently completed 30 years with the company, was honored by his fellow workers at a dinner at the Nauvoo Hotel. Approximately 25 employees and their guests were on hand to help Leon celebrate his anniversary.

**OCTOBER**

**— 30 YEARS —**

Earl Gillett—Gold Nib  
Leon Lewis—Planning

**—20 YEARS —**

Robert Timpe—Plating

**— 15 YEARS —**

Ola Lightfoot—Pastic Fab  
Ural Lewis—Plating  
William Metzinger—Inspection

**— 5 YEARS —**

Patricia Bray—Pen Assembly  
Leona M. Kerr—Engineering  
Norma Green—Gold Nib  
Lelia Eschmann—Occupancy  
Gladys Alvis—Scrip  
Dorothy Francis—Shipping  
Maxine Shagsta—Shipping  
Edward Swander—Tool & Die  
Charles Shagsta—Tool & Die  
Leon Stayton—Sales

**NOVEMBER**

**— 30 YEARS —**

Charles Bostrom—Gold Nib

**—20 YEARS —**

Thomas Musson—Tool & Die

**— 10 YEARS —**

Eleanor Burmaster—Payroll  
Margaret Smutz—Plant No. 3  
Lucia Landes—Plant No. 3  
Kenneth Mason—Engineering

**— 5 YEARS —**

Dolores Regur—Gold Nib  
Lois Cavanaugh—Eng.  
Cathryn Motes—International Division  
Rita Pranger—Cashiers  
Horace Newlon—Shipping

**MT. PLEASANT DANCE**

The Mt. Pleasant plant's Activities Committee recently sponsored an employees' dance at the American Legion hall. A midnight lunch was served by the committee to the 40 couples who attended the dance.

*October - November, 1957*

The recent luncheon put on by the Activities Committee at the Mt. Pleasant plant turned out to be more of a feast than a simple luncheon as anyone can plainly see by taking a look . . . .



. . . . at the wide assortment of food — to say nothing of the pies — from which the employees' could choose. In fact there were so many varieties . . . .



. . . . that these ladies had difficulty making up their minds when it came to a choice of desserts. Even after everyone had eaten his fill, there was still plenty left over for coffee break time.

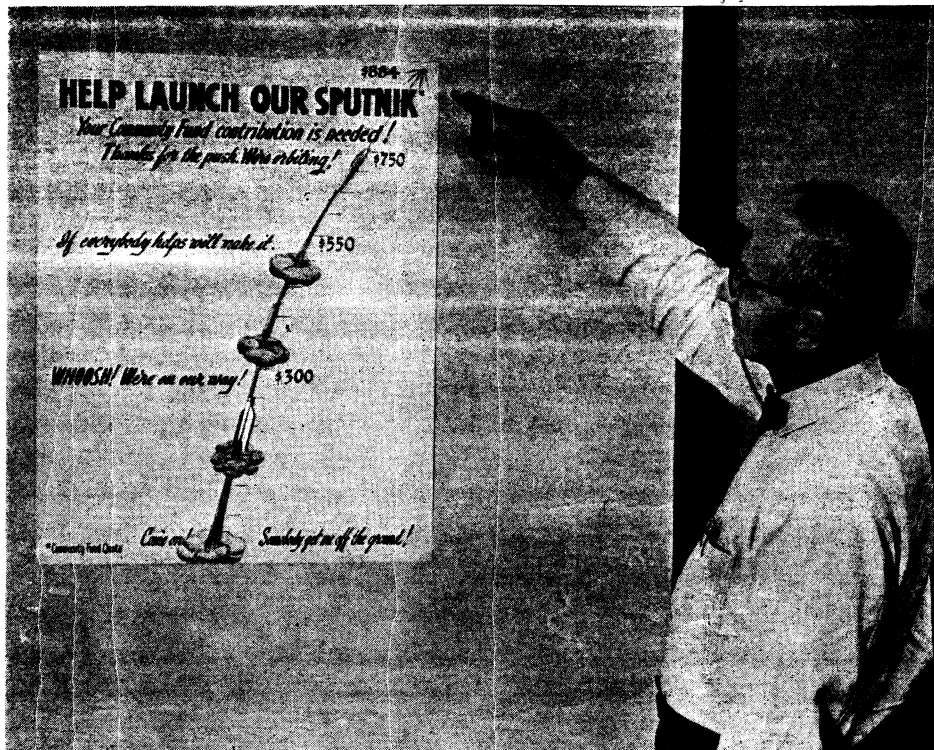
**W. A. SHEAFFER PEN COMPANY**

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1323 Ave. D  
Ft. Madison, Iowa

25

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PERMIT No. 12



Bill Van Brussel points to the "Sputnik" which employees of the Mt. Pleasant plant helped launch by their contributions to the recent United Community Fund campaign. The idea of the "Sputnik" chart to show the progress of the fund raising campaign within the plant was conceived by Dick Higgins and Paul Gardner. Scrap parts of fountain pens were used for the rocket part of the "Sputnik."



Sheaffer's contribution to the Ft. Madison Community Chest drive is turned over to Ivan Franklin (l), chairman of the local drive, by Dick Briggs (r) (Personnel). The check for \$14,328 represented a \$7,800 donation from the Sheaffer Memorial Foundation and contribution of \$6,528 by the company's employees.

### \$16,000 Contributed To Community Chest

More than \$16,000 was contributed to the Community Chest by the company's Ft. Madison and Mt. Pleasant plants.

Employees at Ft. Madison plants donated \$6,528 to the Ft. Madison drive while the W. A. Sheaffer Memorial Foundation added another \$7,800 to make a total Sheaffer contribution of \$14,328, representing about 40 per cent of the funds collected in the Ft. Madison Community Chest campaign.

Meanwhile, employees of the Mt. Pleasant plant who had been assigned a quota of \$750 topped that mark by a considerable margin and turned in a total of \$884, representing 118 percent of the quota. In addition, the W. A. Sheaffer Memorial Foundation contributed an additional \$930 to the employees' donation to give the Mt. Pleasant plant a total of \$1,814.

## Strictly for Ladies ...

FOR A SMALL CHRISTMAS PARTY—roast chicken. An important feature is the stuffing, which lends character, flavor and more portions to the holiday bird. Here's one rich in eggs, made with enriched yeast-raised bread and crunchy pecans, subtly flavored with oregano. For a 5-pound bird, saute 1/2 cup chopped celery and 1/4 cup chopped onion in 3 tablespoons butter until tender. All 2 cups soft bread crumbs and 3/4 cup coarsely chopped pecans. Season with 1/2 tsp. salt, 1/8 tsp. oregano and a dash of pepper. Blend in 1 or 2 eggs to make the consistency that you prefer.

\* \* \*

HARVESTTIME IS HERE AGAIN with plenty of fresh, ripe fruit for luscious, home-made pies. Take your pick of plums, apples, pears or pumpkin, and for an extraspecial treat make a crunchy nut pastry to bake them in. The recipe is simple. For a two-crust pie use 2 cups flour, 1/2 cup (1/2 can) finely chopped pecans or walnuts, 2/3 cup shortening, 3/4 teaspoon salt and about 1/3 cup cold water. The fruit and nut combination is ideal for a truly flavorful Fall dessert.

\* \* \*

PEACH TIME—PARTY TIME. This party-style dessert can be dreamed up in a hurry with packaged cake mix and a speedy broiled peach-nut frosting. Bake 1 package of yellow-cake mix in a 13 x 9 x 2 pan. Cream 3 tbsp. butter with 3 tbsp. cream. Blend in 3/4 cup brown sugar, then 1/2 cup (1/2 can) chopped pecans and 1/4 tsp. vanilla. As soon as the cake comes out of the oven, spread it with the sugar-nut mixture; then arrange peach slices on top to cover the cake. Broil 5 inches from the heat, about 5 minutes, or until the topping is bubbly brown. Cool 10 minutes, then serve.

\* \* \*

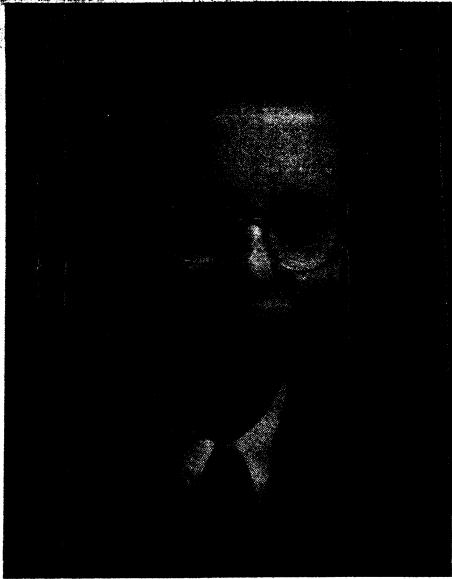
FOR THE GLEAMING LITTLE FISH that didn't get away, pan-frying is good, broiling is better, and barbecuing best of all. Clean and dress the little fish and place them on a heated barbecue grill, about three inches from the hot coals. Sprinkle with garlic salt and pepper. Place a square of butter on each fish or brush it with cooking oil. Grill for about 5 minutes over glowing coals. Turn carefully, season, and grill for 5 to 8 minutes more, depending on the thickness of the fish. When fish is done, it should flake easily when tested with a fork. Serve with lemon wedges.

Sheaffer's Review



# SHEAFFER'S *Review*





## Season's Greetings

As the old year draws to a close and we stand on the brink of a new year bright with hope and promise, I want to express my thanks — as well as that of the entire management — to each of you who has contributed to the success and growth of our company.

We have come a long way since last year. The personal pride which each of you takes in his job and the cooperative spirit that exists among our people have in no small way contributed to the accomplishments of the past year. Although 1957 has not been as good a year for business as we had looked for, I am hopeful that the new year may be brighter in this respect and confident each of you will strive to make it so.

In the meantime, may I take this occasion to thank you and to extend to each of you and your families my best wishes for a healthy, happy and prosperous new year.

*W. A. Sheaffer II*  
President

# Goings On . . .



President W. A. Sheaffer II (right) presents solid gold desk pen sets to four veteran employees upon completion of 30 years of service with the company. The 30-year employees who received the service awards are, l-r: Charlie Bostrom (Gold Nib), Leon Lewis (Production Planning), Nola Kennedy (Service) and Ted Gillett (Gold Nib).



Bud Weber (Service) poses with the big whitetail buck he bagged on a recent hunting trip to Wyoming. The buck, one of the largest shot in the Douglas, Wyo. area, sported a seven-point rack of antlers.



Members of the International Division pitch in to provide a Merry Christmas for residents of the Lee County Home near Keokuk. The presents, which the International Division employees are shown wrapping, were distributed at the county home Christmas party.

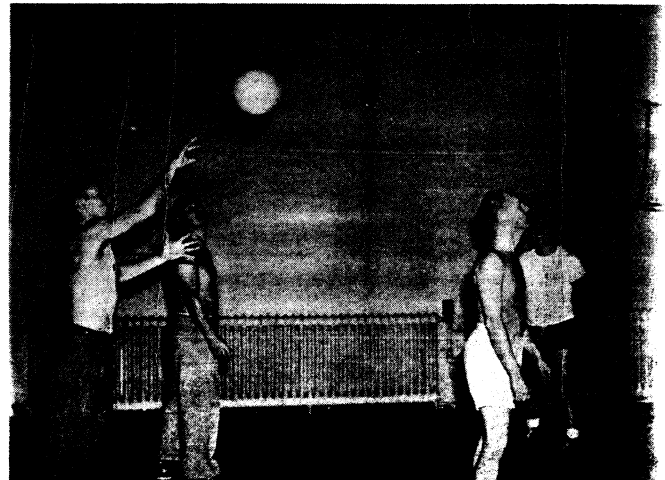


Members of the Sheaffer women's basketball team take time out from their first practice session for a group shot. Standing l-r are Vara Huff (Screw Machine), Susie Kincaid (Service), Betty Calvert (Production Planning), Marlene Gearhart (Pen Assembly), Kathy Swickard (Steno), Charlotte Tague (Steno), Ann Miller (Kardex) and Mary Etta Smoot (File); kneeling are Lois Fine (Service), Martha Rousher (Steno), Diana Rider (Pencil), Sidney King (Plastic Fab) and Marlene Richers (Order Handling).




Sheaffer's new Registered White Dot ballpoint gets a TV premiere on the CBS network show "Panorama Pacific" which was seen by TV audiences in every major city in Washington, Oregon, California and Arizona. Here, some of the show's principals look over a king sized model (right) and a regular model (left).

Each Monday after work several of the men around the plant get together at the clubhouse for volleyball. Here is some of the group in action. L-R are Darrell Klauenberg (Accounting), Kenny Mason (Drafting), Dave Hug (Engineering) and Tom Frantz (Patent Research).



# No Time for Retirement



Harry E. Waldron relaxes in "memory corner" among family and old friends.

At an age when most men and women have lapsed into the peaceful tranquility of retirement, Harry E. Waldron is too busy to even find time to think about retirement.

Although he officially retired from the Sheaffer Pen Company March 1, 1953 as vice president and general sales manager, Mr. Waldron still serves as a director of the pen company. But in addition to his directorship, he busies himself with a variety of business, investment and civic interests. Right now he's preoccupied with a half-million addition to his Suncoaster Motor Lodge in the St. Petersburg, Fla. area. And while that might seem enough to keep any man his age pretty well occupied, Mr. Waldron still manages to find time for other activities.

### Enjoys Work

A man who enjoys his work immensely, Mr. Waldron presently divides his time between Fort Madison and St. Petersburg, Fla. His main interest is the Lake Shore Investment Co., of which he is president. The firm is developing the Lake Shore Estates on the shores of Lake Tarpon where Mr. Waldron has a summer home. He is also president of Harry Waldron Estates, which holds considerable investments in industrial property; president and owner of the Suncoaster Motor Lodge in Redington Shores; and board chairman of the Newsome Fibre Glass Boat Co. of Bradenton, Fla.

But despite his numerous business interests, he still devotes a great deal of time to civic programs. Shortly after settling in St. Petersburg, Mr. Waldron was quickly pressed into service as a member of the

city's Committee of 100 to help bring new plants and industries to the St. Petersburg area. He is also a member of the Chamber of Commerce and active in its program to attract new industries to Florida.

### Start Day at 5 A.M.

Normally, Mr. Waldron's day starts at 5 a.m. and seldom ends before 6 or 7 p.m.

"Retired? Certainly, I retire at 10 o'clock every night," he commented. His theory is that no man who is mentally alert, physically fit and has a wealth of business experience behind him should retire just because he has reached the age of 65.

For relaxation, Mr. Waldron indulges his liking for outdoor cooking on the screened patio of his attractive three-bedroom ranch type home just off the Inland Waterway. Occasionally, he takes off for some deep sea fishing or a round of golf at one of the three nearby country clubs. However his favorite pastime is visiting his children and grandchildren — or hosting them at his Florida home.

### Memory Corner

His favorite spot in his home is fondly referred to him as his "memory corner." There, framed and autographed pictures give some hint of the scope of Mr. Waldron's acquaintances — President Eisenhower, General Douglas MacArthur, Actress Mary Martin, Congressman Joseph Martin and numerous other prominent personalities.

Although Mr. Waldron has been retired from

*Sheaffer's Review*

Sheaffer's for several years now, his interest in the company and merchandising, with which he was associated most of his life, is still very much apparent. Wherever he goes, he serves as Sheaffer's good-will ambassador, expounding the merits of the company and its line of fine writing instruments. Today at 84 Mr. Waldron, who was one of the company's greatest salesmen, can still outsell most younger salesmen. And he readily admits that selling is one of his greatest pleasures.

### Selling Offers Challenge

"There's nothing more challenging than selling' and nothing more rewarding," he says.

And Mr. Waldron should know. For over a half century, he has been in sales work of various types. In fact, at the early age of 11, when his father became seriously ill, he helped to support himself by gathering pecans along the Brazos River, polishing them, putting them into small bags and selling the pecans to the passengers aboard the train which stopped at Mineral Wells, Texas.

From that point on, Mr. Waldron was pretty much a self made man. He managed to put himself through Mineral Wells College by waiting on tables and milking his father's herd of cows. When he got out of college he went into the grocery business — "because I liked people and I liked selling."

At his father's suggestion, he named his store "The One Cent Grocery" because everything was sold at odd cent prices. The customers received their change in pennies. This was something new to folks in that



Looking over plans for a new addition to Mr. Waldron's Suncoaster Motor Lodge are, l-r: John Baum, construction project manager; Mr. Waldron, Mayor Jacob Mason of Redington Shores and Earl Lamb, contractor.

December, 1957

part of Texas and the only place where they could spend their odd pennies was either in Mr. Waldron's store or for postage stamps. His business grew and expanded. But spurred on by the challenge of greater opportunities, he disposed of his wholesale and retail grocery business in 1910 and acquired the Brown C.O.D. Grocery Company in Oklahoma City, ultimately expanding it into the first grocery chain in Oklahoma.

### Trading Stamps

He was one of the first merchants in his section of the country to realize the possibilities of trading stamps as a means of building sales volume. By 1912 he had achieved such success that the president of Sperry & Hutchinson, which distributed the Green Trading Stamps, offered him the post of sales manager for S&H in Kansas, Oklahoma, Texas, Louisiana and Arkansas. By turning an operating loss for that territory into a substantial profit at the end of the first year, he was promoted to sales manager of the company's second largest and most productive district, with headquarters in Chicago.

### Sheaffer Salesman

While still with S&H, he married Clementine Sheaffer, daughter of Walter A. Sheaffer who had just founded the Sheaffer Pen Company in Ft. Madison, Iowa. A short time later Mr. Sheaffer persuaded Mr. Waldron to join the newly founded pen company and on January 1, 1914 Mr. Waldron became a salesman for Sheaffer's. From there he became the company's first general sales manager and on Feb. 9, 1921 was elected a vice president.

Although retired since 1953, Mr. Waldron leads anything but the life of a retired executive. When in Ft. Madison, he's often at the office on Saturdays and holidays working on one of his many projects. Or, you may pass him in the hall dashing to catch a train for a quick trip to Florida to check up on one of his interests there.

Taking it easy? Not this energetic Texan.

"There's too much to be done," he says.

The drive and ambition of those early days has continued through his business career and remained undiminished even through his so-called retirement.

"It's not easy to stop doing something which you enjoy and which brings with it a feeling of satisfaction and accomplishment," he adds.

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories  
Fort Madison, Iowa, U.S.A.

Fineline Division

Mt. Pleasant, Iowa, U.S.A.

Canadian Office and Factory,  
Goderich, Ontario, Canada

Australian Office and Factory  
Melbourne, Australia

International Division

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - RAY PETERSON

## Glen Davidson Family Featured In Magazine

Mrs. Glen Davidson, wife of the company's western division sales manager, is featured in the January issue of *Cosmopolitan Magazine* now on sale at newsstands.

The article, titled "The American Wife," covers the lives and problems of Mrs. Davidson and four others who typify American wives living in metropolitan cities, suburban communities, small towns and urban areas.

Mrs. Davidson, who was selected from a number of wives in small towns throughout the United States as a representative wife living in a small town, describes the advantages and pleasures as well as some of the problems of an American wife living in a small community.

Illustrating the Davidson part of the story appearing in *Cosmopolitan's* special issue are two photographs—one of Mrs. Davidson and another of the entire Davidson family pictured in front of the Davidson home.

## Ken Jungbluth Is Grand Marshal At Homecoming

Kenneth P. Jungbluth (Sales) served as grand marshal for the Parsons College Homecoming parade recently.

Kenny, son of Pete Jungbluth (Retired), is a 1940 graduate of Parsons. As grand marshal, Kenny headed the Homecoming parade of floats, participated in the half-time ceremony during the Parsons-Central Homecoming football game and was in charge of the alumni reception during the after-game coffee in the college Commons.

## LOBBY CHRISTMAS TREES ATTRACT MUCH ATTENTION

Hundreds of employees at the main plant as well as thousands of passersby are enjoying the beauty of the gaily decorated Christmas trees in the Avenue H and Avenue G lobbies—thanks to the efforts of the Rasmussen sisters.

With an able assist from Ted Wentz, chief of guards, Alice and Hannah Rasmussen have once more handled the decoration of the lobby Christmas trees, a pet project of the sisters for more than five years. With the experience gained from the past year's decorating, Alice and Hannah have made each successive year's tree more beautiful and decorative. The decorating scheme is complete even down to the gift-wrapped packages attractively displayed under the tree.

Each year the lobby trees attract considerable attention and comments, not only from local residents but from motorists and train passengers going by the plant.

## Australian Veterans

Two employees of our Australian company recently completed five years service with that company.

The five-year veterans are Jean McLaughlin and James McAleese.

## Santa Gladdens Hearts At Christmas Party

The hearts of hundreds of employees' youngsters were gladdened by the visit of old Santa Claus to the annual Sheaffer Christmas party at the Sheaffer clubhouse.

The annual affair, sponsored by the Activities Committee and the Women's Travel Club, included songs, dances and specialty numbers by daughters of some of the employees and guests as well as vocal renditions by the Ft. Madison High School "Melody Misses" and the "Tune Teens." A highlight of the evening's program was a number of vocal selections by the "4-H Knick Knacks," state champions from Stronghurst, Ill.

Group caroling under the direction of Gordon Lane (Accounting) pre-faced the arrival of Santa, who brought with him a bag of toys and games.

Ethel Krebill (Lead) was chairman of the Christmas program, assisted by Osa Wilsey (Accounting), Aurelia Atkinson (IBM), Ann Hamman (Gold Nib), Irene Hamman (Gold Nib), Letha Burghoffer (Plastic Fab), Goldie Shibley (Service), Katherine Tebbs (Service), Vi Tweedy, (Cafeteria), Margaret Feldbauer (Plastic Fab), Florence Proenneke (Pen Assembly), Doris Stinnett (Pen Assembly) and Dorothy Stolmeier (Pen Assembly).



*Best Wishes For A*

*Happy*

*Healthy*

*Prosperous*

*New Year*

# Strictly for Ladies ...

"Made for each other"—an expression often used about people—also applies to flavors. Coffee and chocolate, for example, certainly seem to be made for each other. And the name for that combination is, of course, mocha.

Here is a delectable mocha dessert that will make a hit with friends and family alike.

## FROZEN MOCHA CREAM ROLL

- 1 large bakers' jelly roll
- 2 cups light cream
- 2 teaspoons instant Chase & Sanborn Coffee
- 1 package Royal Instant Chocolate Pudding

On a piece of waxed paper, very carefully unroll jelly roll, using a sharp knife to loosen roll from jelly. Pour cream into a deep mixing bowl. Add coffee and pudding. Beat until well mixed, about 1 minute. Spread jelly roll with half of mixture. Roll up. Frost with remaining mixture. Freeze until firm in refrigerator freezing compartment with control set for fast freezing, or in freezer. When firm, wrap for storage. Makes 6 servings.

\* \* \*

SOME CALL IT RABBIT, SOME CALL IT RAREBIT—but whatever you call it, a cheese sauce on rice is mighty nice. Add shrimp, name it Shrimp Rabbit on Rice, and make it this way for a festive dish: Shell and devein 1 pound of shrimp. Cook it in boiling salted water 3 to 5 minutes, and drain. Melt 2 tbsp. butter; remove from the heat and stir in 2 tbsp. flour. Return to heat and gradually stir in 1 cup of milk. Cook and stir over medium heat until the sauce is thick and boiling. Add 2 cups grated sharp process cheese and ½ tsp. dry mustard. Stir over very low heat until the cheese melts and the mixture is smooth. Add the cooked shrimp and heat one minute more. Serve the sauce over hot rice.

\* \* \*

GOLDEN-CROWNED INDIVIDUAL MEAT LOAVES are attractive, and a novel change from the usual rectangular form. Bake your favorite meat loaf recipe in muffin pans instead of a loaf pan, this way. Arrange four or five pineapple tidbits in a petal design in the bottom of each muffin cup. Fill the cups with meat-loaf mixture and bake for 25 minutes at 375 degrees. To remove the tiny loaves from the pan, run a knife around the edge of each. Then invert the pan over a serving platter and shake gently. Surround the loaves with vegetables.

December, 1957



Bulletproof pencil? Deputy Al Marshall of the Quincy, Ill., Sheriff's night patrol, wonders as he holds the Sheaffer Fineline pencil that stopped a bullet fired point blank at his heart by a gunman. The bullet pierced his jacket (circles) and dropped into his pocket.

## DEPUTY SHERIFF'S SHEAFFER PENCIL STOPS GUNMAN'S BULLET AIMED AT HEART

Probably nothing is nearer and dearer to the heart of Deputy Al Marshall of the Quincy, Ill., sheriff's night patrol, than his mechanical Sheaffer pencil—and small wonder. It saved his life.

Marshall was summoned to a Quincy residence recently to answer a complaint that a man had driven his car through a fence. When the deputy arrived with another deputy they were greeted by a hail of gunfire as they approached the gunman.

After finally disarming the gunman, Marshall and the other deputy drove to the county jail to file charges against the man. It was then that Marshall discovered a bullet hole through his heavy jacket directly over his heart. Upon further inspection, he discovered the bullet had penetrated the jacket, struck a notebook in his pocket and finally stopped after smashing into his Sheaffer pencil. The 22-caliber slug was still lodged in his shirt pocket.

Marshall and his wife wrote Sheaffer's that "since the chances are so rare for such good fortune, you might be pleased to know that the pencil hap-

pened to be one manufactured by Sheaffer's. We thank Sheaffer's."

While we don't advertise our pens and pencils as being bullet proof, the incident certainly bears out our slogan—"You're safer with Sheaffer."

### Plant Holiday Schedule

Factory and office employees enjoyed a long holiday as production departments closed Dec. 18 and the offices shut down on Dec. 20.

Factory production departments remained closed until Jan. 2 for the annual Christmas shutdown and inventory. Office workers returned to work Monday, Dec. 30 and then closed at 5 p.m. until Jan 2, to observe New Year's.

Bulk Rate  
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**PAID**  
Ft. Madison, Iowa  
PERMIT No. 12

## Jack Asthalter, Merchandising Mgr., Resigns

J. H. (Jack) Asthalter, general merchandising manager since 1954, has resigned to become marketing director for the Wallace Sterling Silver Company at Wallingford, Conn.

Jack, who has served in many capacities in the Sales Department since joining Sheaffer's in 1939, will take over his new duties on January 15.

A native of Muscatine, Iowa, Jack was graduated from the State University of Iowa in 1936. He joined Sheaffer's in 1939 as a sales correspondent and subsequently became a salesman in the Chicago area and Eastern division sales manager before being named general merchandising manager. During World War II, he served with the Navy.

## Bud Weber Shoots 58 Pound Brush Wolf

Bud Weber, (Service) bears the distinction of being one of the select few nimrods around these parts who can claim the honor of having killed a brush wolf in Lee County.

Bud and a companion were fox hunting near Argyle recently when they came across the track of the wolf on some freshly fallen snow. After considerable tracking and maneuvering, the hunters jumped the wolf between them and shot him. The wolf, a 58-pound specimen, managed to elude the hunters although he was badly wounded.

Taking advantage of the snow, which was rapidly melting, and the soft ground left in the wake of the thawing snow, Bud tracked the wolf across a cornfield where he found the wounded animal. After finishing off the wolf, Bud and his companion strung the big animal on a pole and toted him home where they skinned him out and collected the \$10 bounty offered on brush wolves.

Earlier in the fall, Bud killed one of the largest whitetail buck deer (see picture on page 3) taken in the Douglas, Wyoming area during the recent season. Bud and his wife were hunting south of Douglas when Bud busted the big whitetail. The seven point buck, with a fine spread of antlers, is now being mounted and will shortly grace the living room wall of the Weber home.

## 3 Place In Women's Bowling Tournament

Betty Chock (Sales) recently captured first prize of \$100 in the singles event of the Annual Women's Hawkeye Classic bowling tournament at Burlington.

Osa Wilsey (Accounting) also finished in the money in the same tournament while Lorena Wilcox (Gold Nib) tied for second place in the 3-6-9 tournament run in conjunction with the Hawkeye Classic.

## Service Anniversaries

— 30 YEARS —

David M. Livingston—Sales  
Nola Kennedy—Service

— 10 YEARS —

Donna Brownell—Plant No. 3  
Dorothy Norton—Plant No. 3  
Carl Ingwersen—Plant No. 3  
Lloyd Fowler—Plant No. 3

— 5 YEARS —

Mary K. Snaadt—Accounts Receivable  
Gary Lowenberg—Lab

## Employees Play Santa To Home Residents

Members of the International Division and the Activities Committee played Santa recently to residents of the Lee County Home near Keokuk at the home's annual Christmas party.

Employees of the International Division, working with the Activities Committee, provided a program of entertainment which included Christmas carols by the Ft. Madison High School sophomore girls' sextet and the boys' quartet, under the direction of Miss Costelloe, music director at the high school. In addition there were tap dances, songs and specialty numbers by Rita Jean Lozano, Irene Perrez, Pam Stein, Mary Mason, Dora Jean Mendez, Cindy Mason, Barbara Jean Sampsell, Theresa Alvarez, Sally Mendez and June Chavez.

The annual visit to the county home has been a joint project of the Community Chest and the Sheaffer's Activities Committee for many years.

The week prior to the party, members of the International Division spent an evening at the Sheaffer Clubhouse wrapping individual gift packages for each resident of the home.

*Sheaffer's Review*

## On The Cover



Santa Claus gets a rousing hand from the youngsters as he arrives at the Sheaffer clubhouse for the annual Sheaffer's Employees Christmas party. The genial old gentleman, who made a special trip from the North Pole to attend the party, brought along a pack of toys, games and candy for the youngsters who visited him to remind him what they wanted him to bring them on Christmas eve.